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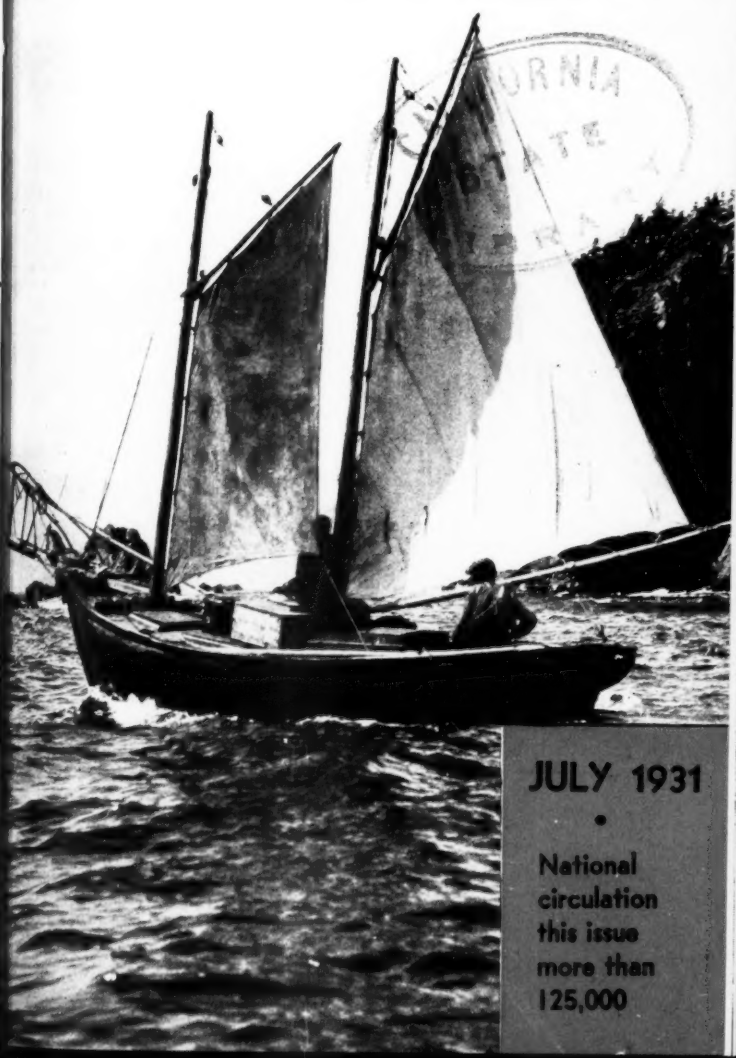
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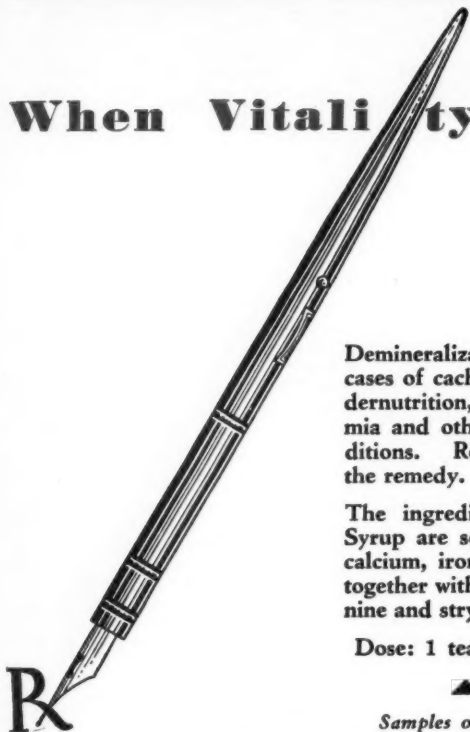
Business Magazine of the Medical Profession



JULY 1931

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Fellows' Syrup

It supplies the needed minerals

MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

JULY, 1931

VOL. 8, No. 10

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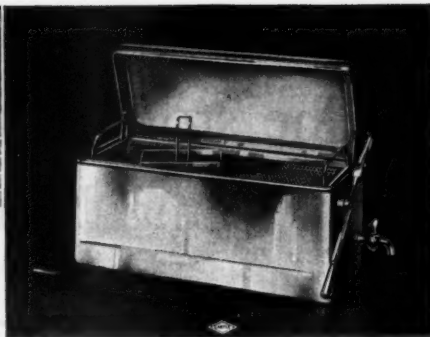
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showing various
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CASTLE

1143 University Ave.
Rochester
New York

The stone-cutter came March 26

SMALL wonder Samuel Pepys held a feast on every anniversary of that date in 1658. He was mighty glad to be alive. For there came a specialist that day, and a crew of lusty aids. Yards of rope and many pairs of hands did duty as an anesthetic. Kept Pepys' tortured body reasonably quiet while the stone-cutter angled for the calculus in Samuel's bladder.

Success rewarded questing tongues and groping fingers. The specialist had no need for the spare stone usually carried as part of a good surgeon's equipment. This time the diagnosis was correct. The patient yielded a veritable museum piece of his own.

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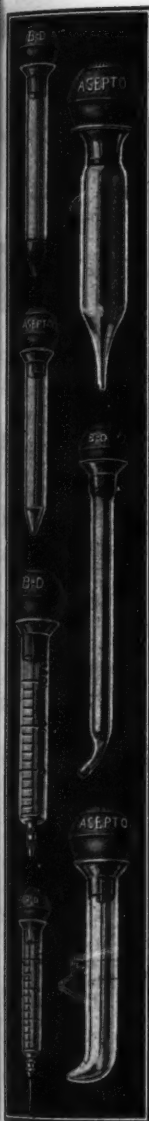
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Speaking Frankly

Survey

TO THE EDITOR:
I am very much interested in the survey showing the income of physicians. It is pretty hard for me to believe that this is correct, for we have always felt that their income exceeded ours many times, and are surprised indeed, that your survey shows such a small difference. I would appreciate very much any future literature you have on the same subject.

R. E. Shanks, D.D.S.

Accord

TO THE EDITOR:
I have just read the article "Doctors Advertise? Why Not?" by Earnest Elmo Calkins in May MEDICAL ECONOMICS with a great deal of interest. I am fully in accord with the statements which he makes in this article.

Maurice H. Rees, M.D.,
Dean, University of Colorado School of Medicine.

Warnings

TO THE EDITOR:
I read the article by Earnest Elmo Calkins with interest. It has been my opinion for a long time that organized medicine should place before the laity the facts relating to the accomplishments of medicine and warnings against quacks and worthless alleged medicine. I see no justification for individual advertising to the laity.

Walter P. Bowers, M.D.,
Managing Editor, The New England Journal of Medicine

Incomes

TO THE EDITOR:
I have just gone carefully over the article on Doctor's Incomes, and I can

only conclude that your figures must have been taken from the income tax reports, as the incomes seem to be small and the expenses large, just as in all income tax reports.

After fifteen years of experience in the surgical business, I feel safe in saying that both your income figures and the expense figures, in so far as surgical instruments and supplies are concerned, are from fifty to seventy-five per cent short of actual facts.

Take one man doing anesthesia work. The regular equipment would probably cost them in the neighborhood of \$500, and I don't believe he would spend another \$500 in ten years, thinking of it from an average standpoint, on new equipment or replacement.

As to internists, I cannot conceive by any stretch of my imagination where they can possibly have over \$100 per year expenditures on surgical instruments and supplies.

I am sure that this table will make all the surgical dealers feel both exultant and depressed, the former because of the fact that there is so much business to be had, and the latter because they have not been getting it.

O. F. Cochrane.

Solution

TO THE EDITOR:
I agree with Mr. Calkins that physicians should advertise. Group or co-operative advertising is the solution for the immediate future at least. It should have for its purpose (1) giving specific and definite information on the prevention and cure of illness; (2) counteracting misleading and fraudulent advertising of patent medicine manufacturers, sellers of fake healing devices, such as electric belts and useless cosmetics; diverting the public funds wasted in their purchase to the buying of com- [TURN TO PAGE 97]

MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

This New Guild

By HAROLD S. STEVENS

Managing Editor, Medical Economics

If the plan works as well in practice as it sounds in talking about it, it may be the answer to many things.

The plan is the full-medical-service-for-\$52-per-year-per-person system announced in the newspapers on June 8, under the name of the New York Medical Guild, Emanuel M. Josephson, M.D., director. The New York Telegram called it "bargain time for sickness." 400 physician-members were claimed for it.

I am here to report on the details of the plan, not to prophesy. Its spokesman, Dr. Josephson, is the author of "Wanted, Members For a New Militant Medical Organization" published in MEDICAL ECONOMICS for February, 1929.

The organization for which he was then enlisting members, the American Medical Syndicate (or at least the part of it which is in Greater New York)—and the New York Medical Guild—are one and the same. The Guild is a local outgrowth of the Syndicate, according to Dr. Josephson's statement.

The plan is basically like that of the Bassett Hospital Guild in Cooperstown, New York—de-

scribed in MEDICAL ECONOMICS for January, 1931.

In Cooperstown the patient, if not chronically ill when applying for service, pays \$26 a year for everything except obstetrics; his \$26 includes hospitalization and ambulance service. In the New York plan, the patient pays \$26 a year for everything except obstetrics and hospitalization. For twice as much, \$52 a year, he has hospitalization. For \$52 more, making \$104 a year, obstetrics are included.

In Cooperstown hospitalization is ward; in New York it is semi-private. The New York Guild offers a de-luxe service at \$208 a year, giving private hospitalization and nursing.

Instead of being a tightly-knit organization centralized in a hospital, the New York Medical Guild is an informal association which any physician can join on paying \$2 a year dues and subscribing to the constitution and by-laws. No limit has been set on the membership so far.

They admit frankly that they are trying an experiment, and an ambitious one. They have an ideal in view, and hope to reach

it by sheer force of lunging toward it. The details haven't been filled in; the blueprints haven't been drawn.

Their idea is that the doctors have an interest so mutual that the details will shape themselves. These for example:

A patient applying for Guild service is referred by Guild headquarters to a list of physicians in the patient's neighborhood. The physician selected examines the patient for physical disqualifications, collects a \$5 down payment, which he turns over to the Guild treasury, and, if he accepts the patient, signs the patient's application—which then becomes an agreement. No definite manual of standards for acceptance or rejection has been written. That is a detail to be filled in. For the present it is up to the individual doctor's judgment.

If the patient is rejected, \$3 is refunded him, \$2 being kept for the examination, a report of which is furnished the patient.

Service is to be given by groups, made up of "40 to 50% general practitioners, and the rest specialists." The groups are to be spotted geographically, and the members of each group will work under the same roof; each group will be assembled from Guild members residing in that community.

In prospect, the doctors in each group will work informally and harmoniously. They will elect one of them to direct the group, and to represent the group at Guild headquarters.

Provision for inequalities in ability, efficiency, temperament, loyalty to the project, and (if it must be said) ethics—these are details which have not been worked out. Any member of a group can resign, of course.

Guild headquarters assumes the job of collecting the rest of the patient's yearly fee, this also to go into the common treasury. The machinery for collecting it, either in a lump sum, or in a

series of monthly payments, has not been built.

For the time being members will take on Guild patients in their own offices, as a part of private practice, and will donate their services. When enough fees have been collected to build up a reserve fund, the net profits of the Guild will be distributed equally among members. It will be share-and-share-alike. So far as possible, the work will be divided equally.

The limit will be 8000 patients per group of 10 doctors, and a full quota of patients is expected to pay each man \$10,000. If a physician wants to continue doing private practice after reaching his quota, he may do so but must turn in all fees to the Guild treasury toward a bonus to be divided equally at the end of the year.

How the hard-workers with large followings are going to appreciate sharing their private revenue with those who are satisfied to do their quota of work is a question.

The cost of the service is based on the estimated incidence of sickness, as reported by the Committee on the Costs of Medical Care, and by the insurance companies. They hope to reduce the charges later.

Controversies between patients and physicians are subject to arbitration between one representative named by each, and a third to be selected by them.

The newspapers carried the story of the plan on June 8. So far the response has been "fair from the middle class, not so good from the other classes."

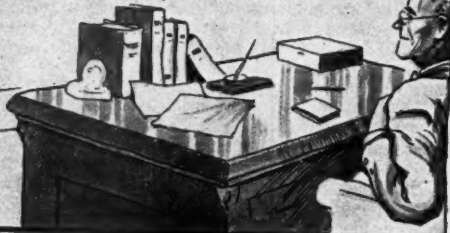
Naturally no one can say whether the plan will work or not. Maybe details which now seem vague will shape themselves up under the impetus of the members' enthusiasm. In fairness to the men who are making the experiment, why try to prophesy?

A poet said, "Dreams grow holy put in action."

It's an Odd Thing about Medicine

THERE ARE STILL SOME CASES —

THANKS FOR THE
SERVICE, DOC. MAYBE
WE'LL HAVE A GOOD CROP
NEXT YEAR AND I
CAN PAY THE
BILL.



— THAT MEDICAL COLLEGE NEVER TOUCHED ON! —

— OH BY THE WAY, MY
WIFE FOUND A WONDERFUL
BARGAIN IN A RADIO.
WOULD YOU MIND
ENDORISING THE
NOTE? —



Building Well-Baby P

FIRST-YEAR HEALTH SUPERVISION By



"If a baby specialist or a general practitioner who is interested in babies neglects to heed the mother's natural urges and fails to offer a health supervision service for the younger element, he is willfully depriving himself of a pleasant and profitable as well as a most constructive, phase of practice."

(The photograph is one entitled "Miss Mischief" by Emanuel Krinsky, M. D. in the New York Physicians Art Club Exhibition.)

by Practice

SION By A LOS ANGELES PEDIATRICIAN

It is well recognized that in general people are much more concerned about the safeguarding of their property than of their health.

People who would be horrified at the idea of failing to insure against fire, theft, accident, or loss to their worldly possessions will often give not a single thought to insurance of their own health against the onslaughts of disease.

People who take their cars in regularly for greasing, oil-change, tightening, and inspection of working parts will remain blissfully oblivious to the idea that their own bodies deserve equal consideration.

These are the discouraging facts that face the medical man who is interested in health preservation and preventive medicine for those of his constituency who are not obviously ill. These are the facts which make it so hard for even institutions which can openly advertise periodic health examinations and preventive care, to make much of an impression on the apparently-well members of the community.

In general it is only when health begins to slip that its value is recognized, and the frantic struggle to regain it is commenced. Consequently it is almost a hopeless task for a physician to try to develop a practice along lines of health protection and supervision—except among one certain class of patients.

That class of patients is *babies and young children*.

For by a peculiar quirk of psychology, the very adults who

neglect their own health completely, and totally ignore the necessity of having themselves checked over from time to time, will be most insistent that their children be given the best chance possible to get and keep their maximum quota of health and physical perfection.

They are anxious that their children be enabled to build up their constitutions to the limit, for battling the world. They are keen to see that their youngsters get off to a good start—in fact the best start possible.

Hence, it is comparatively no task at all to develop a health supervision service for babies and young children. In most cities where there are children's specialists this is a long established custom.

Even where the general practitioner must do it, it can easily be arranged.

Among young mothers it quickly becomes quite the fashionable thing to take the baby in to the doctor at regular intervals for inspection and suggestions. When one mother starts, others follow, not to be outdone in anything—and soon the custom is established and taken for granted.

Items of baby care such as how soon vegetables should be started—how long to nurse—and what formula to wean on become bridge table conversation of a most engrossing nature. The mother who can not chime in with what *Her Doctor* said, is out of it indeed. Thus many a physician's baby-practice is literally built out of a few decks of busy cards.

A new baby [TURN TO PAGE 89]

Flying Doctors

By JAMES R. LOWELL

DOZENS of members of the medical profession in this country today own airplanes. Sometimes the sporting aspect of flying is the primary consideration, but there are many other owners, especially physicians and surgeons in the more sparsely populated sections of the country, who use the airplane for the same reason that they adopted the automobile—speed.

We can not avoid recognizing the rapidly growing importance of air transportation in everyday life and business. The safety of the airplane, competently piloted and serviced, flown with due regard to weather conditions, and not "stunted", is now taken for granted. Structural failures in government licensed and approved-type ships have become extremely rare. The time-saving of air travel, especially in covering long distances, is self-evident.

MEDICAL ECONOMICS told the

story two years ago of Dr. Julian P. Johnson, who flew his own plane from place to place in California searching for a favorable site for establishing practice, and how he finally flew into a town which needed a small emergency hospital—and proceeded to build it.

Dr. Mat E. O'Keefe, surgeon at the Council Bluffs Clinic, Council Bluffs, Iowa, is an aviation enthusiast, in spite of the one tragedy which he has encountered in his flying experience.

In June, 1929, Dr. O'Keefe, with another member of the Council Bluffs staff, Dr. B. F. Gibbs, were passing over Gothenberg, Nebraska, on the way to Denver to attend the National Meeting for the Study of Goitre, when the plane was struck by a cyclone and was blown into the Platte River. Dr. Gibbs was killed and Dr. O'Keefe injured, the latter regaining consciousness three

Dr. Mat E. O'Keefe (left) and Dr. B. F. Gibbs standing beside the plane in which the latter was killed. Opposite are the two planes owned by Dr. Frank A. Brewster, the one in flight being operated at 5½ cents a mile.





days later, and finally making a complete recovery. The plane was totally demolished with the exception of the motor, which was placed in a new ship.

Dr. O'Keefe says, "We have a very fine municipal airport here and the people in general are taking considerable interest in the progress of aviation. It is my opinion that aviation will rapidly come into general use as means of safe and speedy transportation. The people in this community are rapidly becoming air-minded and it is not unusual for our professional and business men to make professional and business trips to nearby and distant places.

"Our flying experience has been very satisfactory other than the one unusual accident."

The phase of flying that is most likely to interest the physician at this point is the cost. For how much can a good plane be purchased? How much will it

cost to operate it? Are service and landing facilities such that the ownership of a personal plane would be practical?

Dr. Frank A. Brewster, Holdrege, Neb., is a veteran doctor-flyer who can supply some interesting figures.

Dr. Brewster is credited with being the first physician in the world to buy and operate an airplane for use in making professional calls. During the more than twelve years that have elapsed since he purchased his first plane, a Curtiss JN4 of the type commonly known as a "Jenny", and used as a training ship during the war, he has flown and owned a dozen planes, for which he has paid close to \$50,000, and in which he has traveled in all more than a quarter of a million miles.

He believes that he has obtained his money's worth from each of them, although, of course, both initial and operating costs have become considerably lower in recent years.

Dr. Brewster bought his first plane for the same reason that he bought his first automobile (the first automobile in Furnas County, Nebraska, a one-cylinder Cadillac) namely, better transportation. The ship cost \$8,000. There were no hangars then and when the ship was not in use he tied it to a fence to prevent the wind blowing it away. Souvenir collectors were a problem.

Ships which performed more efficiently and more economically were purchased as his practice grew. Today [TURN TO PAGE 61]



A Rural Practice

By

I OFTEN think if more physician's wives knew with what comfort we live out here in the small towns, there would be more doctors in the country. Frequently on meeting the wives of city doctors I am asked, "Isn't it awfully inconvenient living in the country?"

Well—it isn't! Probably the lady who asks that would be overjoyed to have my supply cellar to rely on. Peas, beans, corn, tomatoes, country cured hams and bacons, and lard, canned and cured by farmers' wives. Dressed hens, ducks, geese, and turkeys fresh from the farm and at prices far below that of cold storage produce in the city. Fresh eggs on regular days—and all as payment on bills.

In the summer, vegetables, berries and fruit fresh picked and delivered on regular days. Milk twice a day within an hour of milking time.

Even the farm houses have electricity and the attendant conveniences. Our radio brings in the same music the city radios do. Though we own our own home, I know that a good modern house can be rented for \$16 a month. The schools in the small towns are usually good, and through the consolidation of several districts the standards of most rural schools have been raised in late years.

"Main Street, Monterey, Massachusetts"—a photograph by John Horn, M. D., entered in the recent exhibition of the New York Physicians Art Club.

Have you ever noticed that a large percentage of college and university students receiving honors are from small towns?

The town is never so small that it doesn't have its proportion of women's clubs, lodges, and other activities.

And best of all, to us, when the doctor leaves the office he is at home—no half hour or more spent going to and from the office as is so often necessary in a larger place.

A beautiful thing about the small communities is the helpful interest among all the people. A family in this community never has a sickness or a death without the entire community assisting them in every way possible. This is true good-fellowship. We would miss it should we leave our small town.

That a country practice can be remunerative I believe has been proven by my husband, who has practiced medicine and surgery in two small towns—one in the middle west for 22 years, and



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A COUNTRY DOCTOR'S WIFE

here in the Pacific Northwest for 17 years.

We have accumulated enough to retire on and to live very comfortably. Every cent has been made from the practice by the doctor himself. The cost of his education was paid for after he was in practice. He has been a success.

He has two personal characteristics that are predominant—his abounding good and generous nature, and a remarkable memory with a determination to be dependable. When he says he will see a case again on a certain day, "come what may" he sees the case.

He has helped many people in many ways, aside from business, sometimes at great effort to himself. It is most pleasant to have people write to or visit you just to say, "I owe my success to you!"

These, with the grateful patients, make life worth-while, now that the excitement of building a practice is over.

Looking at the medical side:

First of all my husband has been and is a constant student. Several medical magazines are constantly perused as well as the latest medical books. Although he has had very little time to read he always has a magazine or book within reach and a few moments now and then finally result in the book or magazine being read. He has taken several post-graduate courses, usually giving the most time to rectal diseases and obstetrics. He belongs to the county, state, and national medical societies and attends as many meetings as possible.

He does all his own dispensing both in the office and at the bedside. This is well liked by the people and also serves to keep the doctor in close touch with the patient. Instead of the patient having one prescription refilled several times, the doctor has the opportunity to change the medicine as indicated by the improvement of the case.



He has constantly endeavored to build up an office practice, and has worked out a number of private formulas which he uses exclusively within his own practice.

Suppositories are made at home with the aid of a suppository press. The ointments are made in large quantities and the empty tubes bought wholesale and filled. The salves and liquid formulas are prepared in quantities by the doctor himself.

The tablets and pills are made from the doctor's formulas by the manufacturing pharmaceutical houses, and ordered in 20 or 25 thousand lots.

Since a doctor can care for several patients at his office while he would be making one short call, not to mention the long ones, office practice is much more efficient, and less tiring for the doctor.

He has always given much consideration to obstetrics and has a large obstetrical practice. The patients from a distance are cared for here by a trained nurse, who maintains a small but well-equipped hospital.

At the present time the doctor limits his practice to afternoon office hours and to caring for patients who come to the hospital. Even now he has more than he cares to do.

The population of our little town is only 350; however, the surrounding country is quite thickly populated.

We are 32 miles south of a city of 280,000; 20 miles north of a city of 20,000, with paved roads to each. So you see the people have easy access to the city doctors. We have always found that people are glad to remain at home for medical care when they receive intelligent honest treatment.

I do not want to leave the impression that the doctor never made calls. He did, blizzards and all night and day, anytime, but always he endeavored to have

the people come to him instead of he to them.

In this way slowly but surely, he worked up a large office practice. I've seen 15 cars in front of the office at one time all waiting their turn for the doctor. Of course some of these were from neighboring towns, some of them from 60 or even 100 miles distant.

Practice here is really pleasant. The country roads are all graded; 18° above zero is usually our coldest weather. The last two winters, we haven't had chains on the car once—driving 60 or 70 miles in the round of making calls some days, and then often seeing as many as 25 people when he returned to the office. Those days began at 5:30 A. M. and ended when the last patient left—maybe at midnight.

We appreciate these days of office hours only. We both found years ago that he didn't have time to look after our investments properly. We turned to the investment department of a large bank which has handled our savings very satisfactorily.

Our family of four can live very comfortably on the income from our investments, though none of them has ever been speculative. The real capital has come from the practice and accumulated interest reinvested.

Yes, he has been a success, and we have found happiness and comfort in the country!

Four works, in black-and-white, from the Exhibition held recently by the New York Physicians Art Club: "Sketch of Prof. Einstein", by David Perla, M. D.; "Spring", an etching by B. F. Morrow, M. D.; "Growth", a photograph by Lionel Auster, M. D.; and "A Living Mask", a photograph by Emanuel Krinsky, M. D.

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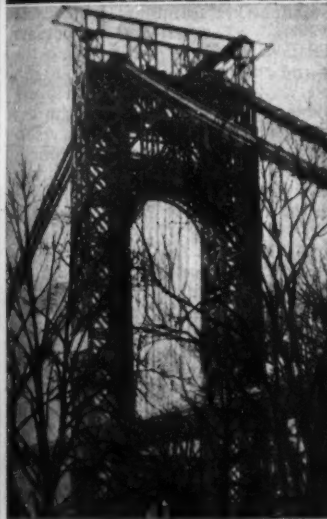
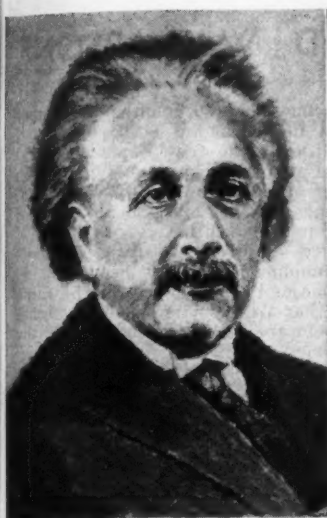
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Art Exhibit



Everybody's Business

By FLOYD W. PARSONS

WE have now had 20 months of almost constant liquidation of both stocks and commodities. The few people who said we were sitting on kegs of dynamite in 1929 have had their opinions completely vindicated. Pessimism is now more intense and widespread than at any time in the present century.

Nothing runs more rapidly to a state of abnormality than the human psychology prevailing in the last stages of major business cycles. The same cardinal principles that are primary in our thoughts at the peak of a boom are completely ignored at the bottom of a depression.

In 1929 the factor of yield on listed securities was cast aside as unworthy of attention—future prospects appeared to be all that counted. Today the only matter of moment seems to be the earnings of the present quarter.

The people who win in any department of life are those who keep faith with their well-grounded conclusions. Business has been bouncing on bottom for several months. Stockmarket gamblers who would destroy the last vestige of hope and perpetuate gloom in order to win a profit by intensifying the distress of industry and the misery of the public will have their inevitable days of reckoning. They are not the kind of guides we may follow, and the unhappiness they have created will not be quickly forgotten by that quiet and thoughtful, but determined portion of our population which moves slowly and surely to correct the abuse of the privileges of great national institutions like the New York Stock Exchange.

We need a legitimate market for American equities, not a Monte Carlo controlled largely by an organized group of reckless speculators, and yet influencing the fortunes of millions of people.

Our big railroads are not going to enter receiverships. Better control of operating expenses will soon make it clear that recent bad reports greatly underestimated the earning power of our large corporations. The record-breaking ease of money will soon put an end to dribbling liquidation. It took more than two months for the 6% rediscount rate of 1929 to make itself felt in the stock market; with conditions as they are, it should not take any longer for the present 1½% rate to become a powerful influence in turning prices upward.



Photo by Ewing Galloway

IS THIS THE ZERO HOUR?

"In a year or two from now, thousands of American people will belong to the 'I Wish I Had' club . . . expect an early break in the clouds."

The New York Reserve Bank ratio of nearly 91% is now practically up to what it was in May, 1924, when the five-year bull market started on its initial advance. Brokers' loans are at the lowest level since the figures were first compiled. The securities of our leading corporations in basic industries have been thrown over without regard to property values or potential earning power. Hysteria has been substituted for sense.

Out of three important previous bear markets in this country since 1900, only one had as many as four major breaks (declines of 10% or more). The current bear market has had seven major drops, altogether representing a

satisfactory net profits even before there was any substantial increase in gross sales. The volume of business in 1922 was not much greater than in 1921, but profits were decidedly better as a result of drastic economies.

As a matter of fact, business is running true to form. The decline has reached that stage where most people have concluded improvement is a long way off. But the zero hour is always near when we have cut throat competition, a flood of bankruptcies, and a market in which basic commodities are selling below cost.

Even a policy of "every man for himself" brings its own cure. Just as the forces of prosperity are cumula- [TURN TO PAGE 71]

decline of about 63% from the peak of the preceding bull market.

If the teachings of history are worth anything, certainly they indicate we have come to a day when deflation has been carried to an unwarranted extreme. In similar periods of drastic readjustment in the past it has always happened that well-managed companies began to show

When the Patient S

WHAT DO YOU A



(Photo by courtesy of Paramount Pictures).

"One surprised look from those eyes of that little secretary; a look of feigned surprise with just a tinge of scorn, and the male patient paid as if he was getting off lucky at that. Finesse was hers."

A PROFESSIONAL man in a large city was extolling the virtues of his small but mighty secretary. According to him, it was only necessary for this small secretary to tell the patient what his or her charge was, and it was paid.

The doctor said that no woman ever likes to appear cheap before another woman; consequently the little secretary was paid by the woman patients with never a chirp; occasionally a male patient would seem slightly pained at the fee asked for a nose spray, or perhaps a $\frac{1}{4}\%$ silver nitrate pat on the everted upper lids by the great man.

One surprised look from those eyes of that little secretary; a look of feigned surprise with just a tinge of scorn, and the male patient paid as if he was getting off lucky at that. Finesse was hers.

Unfortunately, perhaps, not all doctors can or think it desirable to secure unto themselves so efficient an office secretary; and a good proportion of physicians in this broad land of ours combine the functions of doctor, office secretary, bookkeeper, office boy and all. If there is any vulgar fee passed from grateful patient to appreciative M.D., aforesaid M.D. usually has to soil his own digits, without the kindly intervention of a secretary.

Likewise it is the average M.D. right out on the firing line of every day practice, who has to be on the receiving end of every complaint or lament from the patient as to what constitutes a sufficient dole for the instant

ent Says "Too High"

YOU ANSWER? By J. B. H. WARING, M. D.

case. We cannot measure every patient by the same financial yardstick, nor can each patient be evaluated in advance as to financial ability to pay, nor can the Tartar be seen in advance always.

No physician wants a patient to go away feeling dissatisfied or aggrieved in any way, but any doctor who can deliver 100% of satisfaction, medical and financial, to every patient, is in a class by himself.

The complaint of having overcharged a patient is a problem that more or less involves every doctor in practice; except perhaps he who has built up such a prestige and following that patients swarm into his consultation rooms in such droves that many are lost in the shuffle for a place in line.

Many people will have nothing to do with any physician unless everything about his practice is "high-priced," and in club and "at homes" the Mr. or the Mrs. of the family will boast of how much they paid Doctor X for such and such an operation.

But take the average doctor; how often does he receive complaint of having overcharged this patient and that patient, and how does he handle such complaints? That is what I would like to know, and doubtless many other readers of MEDICAL ECONOMICS would like to know?

No doctor wants to develop a cheap practice; we all have pipe dreams that some day we will permit ourselves to be consulted by a few of the city's leading ladies and gentlemen after our

efficient secretaries, nurses, and assistants have pedigreed, diagnosed, treated and otherwise investigated for us.

The vulgar question of fee never reaches our ears in this dream life. A business-like woman secretary deftly extracts whatever fee she considers requisite and that is that. Who ever heard of a patient in such offices, being so vulgar as to bat an optic over the question of fee? It simply isn't done.

Most physicians try to gauge their charges by the services rendered and the financial status of the patient. I do not think many people are overcharged; in fact many more are undercharged because the doctor hasn't the backbone to ask what his services are properly worth; or he fears that if he charges enough the patient will go to Doctor Y down the street.

The thing to do, of course, is to let the bargain-hunters patronize the cheaper doctors, of which there are usually one or more in every community. I will admit that with a certain type of clientele the competition of a price-cutting doctor is hard to meet.

Once I offered to do a tonsil operation at a 50 per cent discount for a young dentist, partly as a professional courtesy and partly because I knew he was just getting started and his income was small. A fellow physician learned of the proposed operation at the eleventh hour and offered to do the operation for nothing. At the time this looked to the [TURN TO PAGE 83]

Economics of

L OUD and frequent protest is heard against the medical practitioner who cuts his fees indiscriminately. He who seeks to attract patients by setting his fees lower than the adopted minimum in the community is spoken of in something less than endearing terms, and patients who listen to the cut-price siren, believing that they are getting something at a bargain, are rated as considerably below average intelligence.

And having voiced our say accordingly, it may be that we turn to our mail and find such a letter as the following (which is an actual copy of a message recently sent to internes in and around New York City):

"Dear Doctor: The time is soon approaching when you will be opening your office and be interested in buying your equipment at the very best prices available.

"We wish to inform you that we are the only dealers in New York City who carry a very large stock of used equipment and sell at extremely low prices, and can equip your office for about \$125 or \$150. It will look one hundred percent perfect, and there is no one but yourself who will know that the equipment has been used, as we re-spray and re-enamel each article and make them look exactly like new. . . .

"In addition to our used department, we have a large stock of new equipment and new merchandise which we offer at such prices as would make ours the lowest priced house in the city. *To each physician buying their equipment, we give instruments, cat-gut, and other suturing material amounting to about \$40.*

"Make sure to give us a trial before you purchase your equipment elsewhere. We are certain it will be of mutual benefit."

I have a good friend in the surgical instrument business (as doubtless you have too). He tells me that the attitude among the ethical, non-price-cutting surgical supply trade is precisely the same as that which we hold toward our price-cutting colleagues in medicine.

of Price Cutting

Of course there is the difference that in one case a piece of merchandise is being sold, and in the other case highly personal service. And yet in either case the economic structure of a profession (or industry) is being attacked.

In any business or profession, there is a definite minimum below which a commodity cannot be sold regularly without either loss to the buyer or loss to the seller. Certainly no seller is going to take a loss continually and stay in business; therefore the loss becomes that of the buyer. That loss may take the shape of inferior or incomplete medical service, or of inferior merchandise; or if the merchandise be a standard article, something will be missing in the service that accompanies it.

Even if the buyer escapes this once without immediate loss, he has helped to break down a structure erected to serve him. Sooner or later he will feel the effects; and in an industry as highly specialized as the surgical supply business, the effect is not long in coming home to roost.

Think these facts over slowly. I am glad my surgical instrument friend called this to my attention, because it is a matter which is likely to escape us, buried as we are in the problems of our own profession.

It is easy to yield to the attraction of "lowest price". It is also easy for the patient to step in to see Dr. Jones, because Dr. Jones charges less than do Drs. Smith, Brown, and all the other "regulars" of the community. But the true physician has something far more important to offer than cut prices, and the same rule, it seems to me, should be observed of the surgical supply dealer.

Memorize the saying "There is seldom a bargain", and take it to heart!

H Sheridan Baker

Has Your Telephone

STUDY HOW TO GIVE

"DOCTOR Jenkins speaking."
Let's assume you answer the telephone thus.

But, believe it or not, there are physicians who, even now, call out loud and long, or short and snappy—"Hello! Hello! Who do you want?" And then losing precious time and patience, also lose a *patient* by hanging up. Common sense dictates, and efficiency requires, that you use the first form of greeting, and await results.

The simplest way to start a telephone conversation is to let the patient hear the doctor's name pronounced plainly. Then the patient can go ahead and pour out his troubles.

If this "pouring out" threatens to develop into a wire consultation, with free advice as the incentive, proceed like this: State (or have your secretary state) that it is impossible to give an opinion without seeing the patient; or else ask the patient to telephone later when the doctor is not so busy. Ten to one, if the call was in the nature of a "free consultation," the patient will not bother to call again.

Emergency calls, of course, may come at any time of night or day. One physician, in a family community, was obliged to take a room away from home (and the sound of the telephone bell) for several nights a week, in order to snatch sufficient sleep, so besieged was he by calls. Nervous mothers rang to know what to do for Johnny or Jane, in the middle of the night.

It's the old midnight mania! Some physicians tell their patients emphatically that *they* will

call over the telephone early in the morning or at ten that night, to ask how the patient is—in an effort to lessen calls of this character.

The phrase "Charges for advice by telephone in proportion to importance of same" is printed on statements used by some physicians. It hints that the time consumed over the telephone is just as valuable as the time taken in personal consultation at the office or bedside and, of course, minimizes unnecessary calls.

To protect hours of leisure and rest at home, it is well to emphasize the fact that calls are best made during office hours. Fur-



ne a Personality?

IVE IT ONE

By F. H. PFEIFFER

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thermore, the doctor who values his time (and who does not?) will set an hour to call those cases to which he is giving special attention. Patients appreciate this attention. Physicians are certain to make themselves well-liked, by going to the trouble of an extra telephone call to inquire how Mr. Brown's ankle is this noon, or how Mrs. Smith is getting along with her diet? No doctor need think such calls are an annoyance in a house of illness. On the contrary, most people consider such calls as evidence of faithfulness to duty and a professional interest which is subtly flattering.

Make it a rule to get the telephone numbers of your patients when obtaining their names and addresses. With this information, an alphabetical file is easily arranged for instant use. This telephone file may be used by the office attendant to check calls received during the doctor's ab-

"A smile in the voice is worth two on the face, where telephones are concerned . . . Tact has a capital 'T' in telephone talking, as it often conveys the impression of the office more clearly than any other one factor."

sence. The cards can then be laid out for the doctor when he is ready to answer the calls.

The office attendant plays an important part in regulating telephone traffic. She should be definitely instructed how to take charge of calls, so that the physician can devote his time to more important matters.

The secretary should be instructed always to make her voice distinct and *pleasant*. A smile in the voice is worth two on the face, where telephones are concerned. A prospective patient is not especially enthusiastic about making an appointment if answered by short curt syllables or an indifferent attitude. Tact has a capital "T" in telephone talking, as it often conveys the impression of the office more clearly than any other one factor.

The subject of social calls should be stressed. The average physician does not want his office time broken into by them. When such calls do occasionally come, the remark that he is "very busy" goes without question or offense. The assistant should understand that social calls are taboo, because of the importance of keeping the doctor's line open and ready for use, and by reason of the effect it has upon those in the office.

Telephones are more than a convenience, and can be the means of saving or wasting many minutes. It is for you, however, to work out the system that best suits your own practice, so that calls are sent and received with promptness and accuracy, and with results that are helpful alike to you and to your patients.

Irish Medical

By ROBERT J. BLACKHAM, M. D.

Formerly Surgeon to the Viceroy of India

IT is difficult to realize today the part played by Craft Guilds in the social, professional and commercial life of Europe in the days when the *Mayflower* sailed from Plymouth to America. The system had its roots in the Middle Ages, when every hamlet, every trade and every calling had its voluntary association which aimed at the material and moral protection of its members.

In England the most famous College of Surgeons in the world has descended from the Craft Guild of Barber Surgeons.

The Worshipful Company of Barber Surgeons of London still continues to flourish and has many famous surgeons on its rolls, but it has now no connection with the College founded by some of its members in 1748.

The dispensing doctors of Britain took their origin from another Craft Guild which split off from the Grocers Company three centuries ago.

I have pointed out in a previous article that this fraternity, called the Society of Apothecaries, has lost control of the practice of pharmacy in "open shops," but still grants more diplomas as dispenser than its modern rival, the Pharmaceutical Society.

Every doctor's dispenser in England, and many of the pharmacists of hospitals and other institutions, have obtained their sole, or at any rate their original qualification, from this ancient body.

In addition to its dispenser's certificate the Society grants a

diploma which entitles the holder to practice medicine, surgery and midwifery, and hold any public medical appointment.

The Barber Surgeons and the Apothecaries have grown from different stocks in England, and there has never been anything but intense rivalry between the Barbers, who claimed the right to act as surgeons, and the druggists, who claimed the right to prescribe medicines.

These English bodies have never had a religious flavor and have never borne the name of a patron saint.

In Ireland the existing medical corporations have sprung from guilds dedicated to the apostle who was a physician and the saint beloved by our Lord.

In the Middle Ages Ireland was still a home of learning, Irish medical men were in high repute, as we find an Irishman professor of physic in the University of Bologna in the sixteenth century.

It is curious evidence of the comparatively high state of organization of surgery in Ireland that King Henry VI established by royal charter a Guild of Barbers in Dublin in 1446, some fifteen years before a Charter was granted to the Worshipful Company of Barber Surgeons of London.

The Dublin fraternity were styled Barbers, and not Barber Surgeons, but that learned authority, Sir Charles Cameron, says that "the word 'barber' was the exact equivalent of 'surgeon' in those days."

Cal Guilds

M. D. the statue of St. Patrick on the
 of India Hill of Tara, where stood in an-
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holder This fact should be of some in-
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reland It admitted to its ranks not
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was Its members, together with
 geon' those of the other Craft Guilds,
 formed the early government of
 the city, and we read of civic
 processions in which the barber-



Photo by Ewing Galloway

surgeons wore liveries of purple, cherry and red, and the apothecaries robes of purple and orange.

Its membership was considered so important that we find William Earl of Limerick and a Knight amongst its original members.

In 1654 another medical brotherhood came into existence. It was styled the Fraternity of Physicians and obtained a Charter from Charles II as a "Colledge of Physitians in Dublin."

This body was at first merely an appendage to Trinity College, but in 1692 was re-incorporated by William and Mary as the King's and Queen's College of Physicians.

This new College was entrusted with the supervision of apothecaries, druggists and midwives.

Apothecaries were required to have their apprentices tested as to their knowledge of Latin by the censors of the College.

Not only was the practice of physic restricted to the Fellows and Licentiates of the College, but its censors had legal power to forcibly enter houses where they suspected that adulterated drugs were kept and to seize them. The College authorities actually had the right to examine witnesses on oath and to fine and imprison offenders!

The development of the power of the physicians and their control over the apothecaries was a thorn in the flesh to the Guild of St. Mary Magdalene.

The Guild suffered from the complexity of callings practiced by its members. It endeavored to prevent overlapping by restraining barbers from practicing surgery except to the extent of bleeding or tooth extraction, and surgeons from practicing pharmacy. It made little pretence to be an examining or educational body and it did not grant diplomas to practice.

An aspirant to surgical honors might become "free of the Guild" by serving an apprenticeship of seven years to a surgical member

of the fraternity, but there was a much easier way of getting qualified in those halcyon days.

All that was necessary was to get a Government official called the Surgeon General—who was head of both the military and civil medical services—to grant a certificate or testimonial of competency to act as a Surgeon.

These testimonials, which were manuscript documents, were granted after a very perfunctory examination.

They were originally intended for military surgeons, but were also granted to civil practitioners.

During the greater part of the eighteenth century a considerable number of Irish practitioners possessed no other "qualification."

A "testimonial" of this kind was the only claim to the title 'doctor' possessed by the famous Bartholomew Mosse, who founded the great Rotunda Hospital, the most renowned School of Midwifery in Europe.

In 1745 the Guild of St. Mary Magdalene suffered by a secession of the apothecaries. These persons constituted a considerable proportion of its members, as the surgeons were growing discontented with their association with barbers and wig-makers. They do not, however, seem to have resented association with the apothecaries.

King George the Second granted a separate Charter to the apothecaries under the pleasing title of the Guild of St. Luke.

Greatly incensed, the followers of St. Mary Magdalene came out with an advertisement in the *Dublin Journal* denouncing "refractory brothers and irregular practitioners amongst the apothecaries for seeking for a charter."

The Brotherhood of the Apostle, however, had come to stay and the Fraternity of the Saint was doomed.

The surgeons, however, were slow to follow the enterprising apothecaries. It was not till 1780 that a Dublin [TURN TO PAGE 79]

the cluttered desk

PLAYLET from "Longevity", a periodical published in Madras (and written in dead earnest!):

A CRYING BOY—A HELPLESS MOTHER AND A RELIEVING GRANDMOTHER.

School Boy:—(He returns from the school during one of the hot days to his home and on reaching begins to cry) Mother! Where is my grand mamma?

Mother:—Why do you want her now?

S.B.—I want her advise for my burning leg.

M.—Your leg burning! What!

S.B.—Yes. Mamma. You see, I walked barefooted to-day in the tar Road leading from the school. Therefore my foot is burning.

M.—(Mother also crying along with the boy). 'It is pitiable'. Alright. Grandmamma is in the opposite house. You! servant! Call my mother.

(Boy crying more in the meanwhile as the burning is unbearable. And mother not knowing what to do except to send for a doctor for an injection as she is trained only in that line. Here it is equally pitiable to witness the ignorant state of the mother crying along with her son, unfortunately brought up in the modern way of civilized life. She does not even know a simple Indian house-hold first-aid remedy. In the meanwhile grandmother arrived).

Grandmother:—Oh! My Darling! What is the matter? Why are you crying?

S.B.—Burning in my foot on account of my walking to-day in the hot sun while returning from the school barefooted on tar road.

G.M.—Oh! That's nothing. Don't cry. Crying will waste your energy and will minimise your "Long life." Burning will go away in a second. I will apply a wonderful medicine which has saved millions and millions of lives in India for centuries together before the advent of modern medicines. (Grandmother runs inside and brings quickly home-made Castol-oil kept in a mud pot and applies this bland cooling liquid repeatedly to the soles of the feet of the boy.)

S.B.—Immediately what a change! (The boy's angles of the mouth instantaneously diverge and he slowly attempts to cut even jokes with his very dear grandmamma.)

The Boy Exclaims! O! Mother! of the modern day! I pity you also as you pitted me a few minutes back, not being in possession of possessing even of a rudimentary knowledge of medical aid. My grandmother is an M.D., in First Aid who gave immediate relief to me. It is my good luck I escaped the poison-

ous sting of a hypodermic needle of the busy practitioner of the modern day whom you wanted to send for. I feel this is a very lucky day for me as I escaped this danger also and saved one span of my life. This is through the gracious mercy of my dear and loving Grandmamma. May she live long is my prayer to God! so that you and I may learn something valuable and precious every day from her to live a healthy and long life and be useful to others in times of necessity.

Probably not many American physicians realize how many hands of welcome await them abroad, when they finally go. In Germany, the various spa centers are so glad to see doctors from this side that they offer them and their families special reductions in rates, and contrive in other ways to make the visit pleasant.

In Paris, a pharmaceutical firm, Laboratories P. Astier, extend visiting American physicians these courtesies:

1. Address to receive mail.
2. Access to a private medical library.
3. Writing rooms with telephones, stenographers, and translators.
4. Reception rooms in which to meet friends or hold conferences.
5. Complete lists of courses, lectures, clinics, hospitals, and colleges in Paris.
6. Travel guide service.
7. Use of a meeting hall for gatherings as large as 200.
8. Theatre guides.

There is a story about a doctor who spent an hour treating a new patient, took one look at his clothes, and said softly, "Would \$2 be too much?" It took another hour to find change for the \$50 bill the stranger handed him!

—H. S. S.

TOTAL DE-SENSITIZATION FOR 5 to 7 DAYS WITHOUT DESTRUCTION OF TISSUE

A. L. A. (A Local Anesthetic) is a real boon to the patient because of the local anesthesia which can be effected within 10 minutes, obtaining its greatest effect within 20 or 25 minutes and persisting from 5 to 7 days. It does not destroy or effect the tissue and permits healing to take place without discomfort to the patient.

Favorable reports have been received of the marvelous effect of A. L. A. for minor surgery in general; in the treatment of Boils, Carbuncles, Felons, Fistulas, Fractures, Lumbago, Neuritis, Sprains, Sciatica, Tonsillectomy, Painful Abrasions, Bruises and Lesions, Burns, Hemorrhoids and other Rectal Work, Dental Extractions, etc. and many other uses that will suggest themselves to the practitioner.

The usual dosage is one c.c. in divided doses per case. Prices are: 30 c.c. glass stoppered bottles, each \$1.50; per dozen \$16.00.

Let us send you a trial supply; we know you will be favorably impressed by A. L. A.



ALA.

(A LOCAL ANESTHETIC)

Mail This Coupon for Physician's Sample

Sutliff & Case Co., Inc.,
312 S. Adams,
Peoria, Illinois.

Send me without obligation a trial supply of A. L. A. with literature.

Dr. _____

Address _____

City _____ State _____

A Collection Letter That Brought Results

By H. G. FRITZ, M. D.

THE collection problems of hospitals are similar to those of the profession, and since we have given some time to determining the relative effectiveness of collection agencies and collection letters, perhaps some readers can profit by our experience.

While I am strongly in favor of writing individual collection letters, I have found that there is a similarity between some of the accounts, so I have written some letters which I keep as form letters to use on typical cases. When I have an account which I feel might respond to an outside influence such as a collection agency, I write them my Collection Agency Letter, and save the commission for the hospital.

Here is the letter:

Mr. John Jones,
Jonesville, Pa.

Dear Sir:

In re: William Jones (Son)
381-E

Balance: \$148.75

COLLECTION AGENCIES frequently ask doctors for permission to collect their past due accounts on a commission basis. One of these agencies, in writing me, stated, in part, as follows:

"A GOOD NATURED REQUEST WITH A HINT OF EARNESTNESS BEHIND IT PUTS YOU IN A PLEASANTER AND MORE HUMAN LIGHT WITH THE DEBTOR. HE THINKS, 'HERE'S ONE

MAN WHO DOESN'T CLASS ME WITH THE DEADBEATS BECAUSE I OWE HIM MONEY. I'LL PAY HIS BILL NOW'."

I do not feel that persons owing me money should be forced to pay through some outside agency, with the agency retaining part of the money.

I am, therefore, writing you this letter, as A GOOD NATURED REQUEST WITH A HINT OF EARNESTNESS BEHIND IT; I want it to put me IN A PLEASANTER AND MORE HUMAN LIGHT with you. I want you to think: "HERE'S ONE MAN WHO DOESN'T CLASS ME WITH THE DEADBEATS BECAUSE I OWE HIM MONEY."

Finally I want you to decide I'LL PAY HIS BILL NOW! I would especially like to have you send me the full amount of your balance or at least a payment to apply on it before the first of next month.

Very truly yours,
Conemaugh Valley Memorial
Hospital,

Per

.....M.D.

It is true that the older an account becomes the more the debtor shuns a contact with the man he owes; therefore this letter is calculated to put this feeling aside, re-instate the debtor in good graces, and make a definite request for the money.

The Clinical Scope *of*

REG. U.S.

FARASTAN

PAT. OFF.

MONO-iodo-CINCHOPHEN
COMPOUND

OVER THREE YEARS of clinical observation in the practice of thousands of physicians and the clinics of leading hospitals has established a high percentage of favorable results in cases diagnosed as:

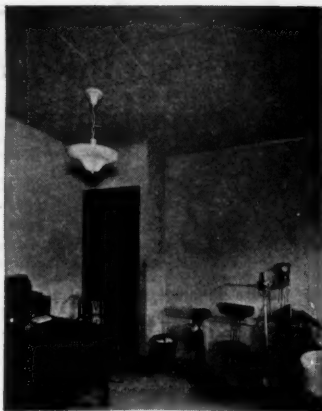
Arthritis	{ Atrophic	— Arthritis Deformans
	{ Hypertrophic	— Osteo-Arthritis
	{ Infectious	— Gonorrheal Arthritis
Neuritis	Sciatica	Lumbago
Gouty Diathesis	Myositis	Bursitis
Acute Rheumatic Fever		
Acute Articular Rheumatism		

Write for full size package and brochure "The Role of FARASTAN (Mono-Iodo-Cinchophen Compound) in the treatment of Arthritic and Rheumatoid Conditions"
—A Digest of the Published Work.

THE LABORATORIES OF
THE FARASTAN COMPANY

137 South 11th Street

Philadelphia, Penna.



Curing the Noisy Office

By AN INTERIOR ARCHITECT

SOFT carpets, a quiet neighborhood, and sound-proof outer partitions—these are three factors in planning for office quietude, but there is a *fourth* factor, which, if neglected, may result in severe disappointment to the doctor-owner.

This fourth factor is the possible magnification of sound *within* the office by a smooth-surfaced ceiling.

In the Physicians Building, Pittsburgh, several of the occupants experienced bothersome noises, in spite of all previous precautions. The means of correction was Acousti-Celotex, a ceiling material greatly resembling plain Celotex that has been squeezed in a waffle-iron.

A radiologist found that the noise from the X-ray machine, as well as the conversation of patients and attendants in the X-ray room, could be heard too plainly in his consultation room.

Acousti-Celotex was installed on the ceiling of the X-ray room, and the trouble eliminated.

In another office, the noise of the secretary's typewriter and of the telephone conversation was reflected into adjoining offices. This was corrected by the installation of Acousti-Celotex on the ceiling of the reception room and the secretary's office.

The owners of the building report that the use of this sound-deadening material has resulted in complete satisfaction.

Thick walls, heavy doors, heavy rugs or rugs with felt padding beneath, draperies and hangings all help to prevent echoes. The ceiling, however, is really the most important factor of all and should receive full attention if privacy is desired.

The two illustrations show Acousti-Celotex ceilings in the Physicians Building, Pittsburgh.

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8. Injection Treatment of Hemorrhoids.
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Gentlemen: Please send me the complete Desk Library Set of 12 illustrated Booklets on the new advances in technique. I enclose my check (or money order) for \$2.50 to cover cost, plus printing and postage.

Name.....

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5 to 20 p. c. Loss! Whose Fault?

By HENRY H. FIELD

ONE evening a year or so ago a group of physicians, members of a county medical society, met to discuss some method of dealing with a problem which had reached serious proportions among the professional men in the county.

The problem under discussion was not unique to that county alone, but its effect had been felt, and is felt today, in virtually every community in the nation.

On this night a committee was appointed to make a study of the situation, and, if possible, to find some remedy.

The problem confronted by this committee was the increasingly high credit loss among the members of the society, a problem which is similarly faced by the majority of medical societies throughout the country.

First, an analysis had to be made of the economic and psychological principles responsible for the apathetic attitude on the part of the public toward medical obligations. Second, some practical procedure had to be developed to combat this difficulty.

Was this abnormal and growing credit loss unnecessary? What were the causes? Most important, could some solution be provided?

After excluding charity cases, why should the doctors suffer a credit loss ranging from five to twenty per cent, resulting from services to individuals in the community who found it possible to

pay other obligations? Was it because services were unsatisfactory? Perhaps this was the underlying factor in a few cases, but this number proved to be entirely negligible.

From the very beginning it was apparent that certain factors, of which the medical profession generally has been aware, were the underlying causes of a credit loss amounting to thousands of dollars a year in the community. Certainly medical attention was by far the most important service or commodity which an individual could receive—yet it seemed to receive the least consideration when the matter of payment was involved.

The committee came to the conclusion that the doctors themselves were largely responsible for this state of affairs. There had been lack of organization, and lack of system, in the enforcement of the collection of medical accounts through various means, none of them signally successful.

The committee found themselves asking this question, "Why should these accounts have become overdue in the first place?" Allowing a just charge to become overdue and then attempting to use some collection procedure appeared suspiciously like setting fire to a house and then calling the fire department.

Eventually, a plan was evolved for application to the community which proved successful, and



CAPROKOL

(HEXYLRESORCINOL, S & D)

*for the internal treatment
of infections of the urinary tract . . .*

CAPSULES
for adults
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for children



A WEALTH of clinical data substantiates the claim that Caprokol affords almost immediate Ease and Comfort to patients suffering from acute urinary infections.

Continued Caprokol treatment is followed in most cases by complete disinfection of the urinary tract.

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BALTIMORE

which theoretically met all the requirements of this particular society. It had as its foundation the confidential publication of credit information based upon facts furnished by each doctor. This was to be revised at frequent intervals as changes occurred and each member was to be apprised of financial facts regarding patients recognized as poor pay. Coupled with this was a specialized collection procedure, operated simultaneously with an education program directed at the poor pay patients.

After a short time the plan failed. Its failure was not due to faulty construction, but entirely to lack of mechanical facilities which are indispensable to efficient operation conducted with regularity month after month.

Somewhat later, adopting this plan in skeleton form, and the principles which were found effective, a private credit bureau took over the problem and solved it satisfactorily, providing facilities and experience which had previously been not available to physicians in this community.

Given the cooperation of the majority of the leading physicians in any area the plan outlined above may very easily be fitted to local conditions. The first step is to obtain from the individual doctors practicing in the area a complete list of all former patients who have been indifferent to requests for pay-

ment for medical attention.

By securing these lists from each doctor it is possible for the bureau to compile an economic history of each such individual relating to his attitude toward medical obligations. This information is continually revised from information and from additional lists furnished by the doctor. At regular intervals there is published a complete list of these individuals with confidential information pertaining to each, a copy being sent by registered mail to each doctor in the community. Mutual agreement among the physicians should assure that each one is governed in his treatment of the individual by the confidential and reliable information in his possession.

At the same time, every individual whose name appears on these lists of delinquents is advised of the fact that his standing with the medical profession in his vicinity will be jeopardized unless and until some satisfactory arrangement is made for the amortization of any medical accounts outstanding.

By continually bearing down upon these persons who have allowed their medical bills to reach a delinquent stage it is possible to force upon them the realization of the gravity of their shortcomings, thereby paving the way for payments of such accounts as may be outstanding against them. At the same time other doctors

A SUMMER MEDICINE FOR THE CHRONIC INVALID

ANGIER'S EMULSION

In practically all cases

will be found exceptionally helpful for its soothing effect to the respiratory area, for correcting digestive irregularities, and for promoting normal bowel activity. It has this great merit—that it can be used in conjunction with a specific drug treatment. Furthermore, because of its pleasant agreeable flavor and its soothing and tonic effects, it is always welcomed by the patient.

Trial bottle sent on request.

ANGIER CHEMICAL COMPANY

Boston, Mass.

After A Hard Day

*You, Too,
Need a
"Pick-up"
Drink,
Doctor.*



JUST as good for you as for your patients, is OVALTINE, this new Swiss food drink. Liquid nourishment that is just right at bedtime, because it is rich in food value but puts no strain on the digestion.

A drink with a distinctive flavor and satisfying.

You will find, Doctor, that

*Perhaps someone in your
family needs it.*

OVALTINE is excellent for the nervous patient, in the reconstruction diet, or where there is difficult alimentation.

Try OVALTINE, yourself. This coupon will bring a regular size can to your home address. After your next hard day, take a drink of hot OVALTINE before retiring.

OVALTINE

The Swiss Food-Drink

(Manufactured under license in U.S.A., according to original Swiss formula.)

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Dept. M.E. 7

Please send me a regular size package of Ovaltine, for my personal use—without charge.

Dr.

City.

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are saved the probable ultimate loss of opening an account with an individual who is not worthy of the trust.

The entire success of the plan lies in the ability to couple these two factors—publication of confidential information *plus* vigorous and persistent educational and collection work, based upon experience with the types of persons who are largely responsible for the credit loss. One without the other is comparatively worthless. Only by a careful and systematic campaign, making use of these two vitally important services, *closely coordinated*, can really worthwhile results be made possible.

It is a significant fact that the major proportion of the credit losses in any given section is distributed among a certain class of people. These people could pay these accounts, at least in small weekly or monthly installments, *if they wanted to*. Yet, by using ordinary collection methods very rarely can they be moved to pay. No ordinary collection procedure is of value with this type of person. At this point, psychological, rather than legal, methods must be brought to bear.

A patient's indifference towards the payment of a medical obligation can be traced directly to the fact that *he knows* that he is immune to ordinary collection procedure. He has made the delightful discovery that when he needs

medical attention again it is considerably cheaper to go to some other doctor than it is to pay the last one on an account which is generally months overdue. Economy rules supreme.

Where orthodox collection methods would fall on barren ground, in such typical cases, it is possible, by complete and confidential knowledge regarding each individual, to use diplomatic, yet nevertheless, very forcible measures in collecting these ordinarily uncollectible bills.

The results of the operation of this plan have in my experience been gratifying—so much so, in fact, that it has been found possible to provide this service with no direct cost to the doctors, merely a percentage being charged on the amounts salvaged from delinquent cases.

It might be argued that one community differs from another in the individual factors governing medical collections. This is true, but, at the same time, while any plan must be individually designed to fit the circumstances and conditions in any area, the same fundamental principles will hold true and govern the relation between the general public and the medical profession.

An analysis of unnecessary credit losses distributes the loss in two distinct types—the individual who finds more desirable outlets for his funds than the payment of medical obligations,

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INDICATED in the treatment of High Blood Pressure.

NATURE OF DRUG: A Glucoside from Watermelon seed.

PHYSIOLOGICAL PROPERTIES: A vasodilator slow in action, prolonged in effect. Non-toxic, non-cumulative and shows no tolerance.

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In the Good Old Summertime

When the sun sends its burning rays and one lives in a constant Turkish bath, there is much loss of fluid that is not always replaced. Drinking too much water merely increases the output—and constipation is frequently the result. The indications are plainly for AGAROL.

AGAROL is the original mineral oil and agar-agar emulsion with phenolphthalein. It softens the intestinal contents and gently stimulates peristalsis.

Agarol prevents excessive desiccation of the intestinal contents by introducing unabsorbable moisture. That is the first step in preventing and correcting constipation.

What else Agarol accomplishes is explained in a brief folder, which we will gladly send you with a trial supply.

AGAROL for Constipation

WILLIAM R. WARNER & CO., Inc. 113 West 18th St., New York City

and the individual who deliberately intends to avoid payment. Very rarely will legal action be of material value in either case.

And I might say here that I believe that far too much importance has been placed upon the legal factor in collections. For some reason the average individual thinks in terms of suit and judgment when collection attempts are mentioned. *The important point to consider is that the individual who is vulnerable to legal action will rarely let an account become delinquent. He can't afford to.*

We are therefore concerned with that vast multitude of individuals who have been allowed to consider the doctor in the light of a public utility—or perhaps “public convenience” is a better term. At the time when medical attention is necessary he will go to any lengths to obtain services. He intends to pay. A month later he still intends to. But his desire is diminishing in direct ratio to the time elapsing. There are so many things to buy. There are new tires for the car. Or perhaps a new car itself. Or a radio.

A few weeks later he is suddenly in need of a doctor's services again. Does he call his creditor, or does he call some other doctor? Generally the latter. It is human nature to dodge an unpleasant issue. And as time goes on the situation is repeated

with the second doctor.

Cooperative effort will eliminate, almost completely, this class of credit loss. There is only one way by which this result may be accomplished, and that is by complete cooperation of every member of the profession in the area.

Whenever the general public in any community begins to realize that the doctors have established some efficient method of dealing with credit work there is invariably an almost immediate reduction in the loss caused by irresponsible patients. This reduction is usually in direct proportion to the efficiency of the system used.

Many years ago, groups of doctors in various sections hit upon the plan of compiling a “dead beat” list. They were on the right track, but unfortunately in very few cases was it ever carried beyond the stage of merely interchanging the name of certain patients, undesirable because of their notorious lack of respect for a medical or dental account.

The solution to the situation rests entirely upon a plan of education of the public in a community to the economic importance of medical service, a program whereby a potentially delinquent account can be prevented from reaching a stage where the possibilities of recovery are remote.

Physicians Prescribe

BROMO ADONIS

in DISEASES of the NERVOUS SYSTEM

Bromo Adonis No. 1

When symptoms of nervous irritability make their appearance, as in Hysteria—Nervous Indigestion—the Menopause—Insomnia, and as an adjunct in Petit Mal Epilepsy.

Bromo Adonis No. 2

is used with lasting and satisfactory results in obstinate cases of Epilepsy and where a potent sedative is indicated.

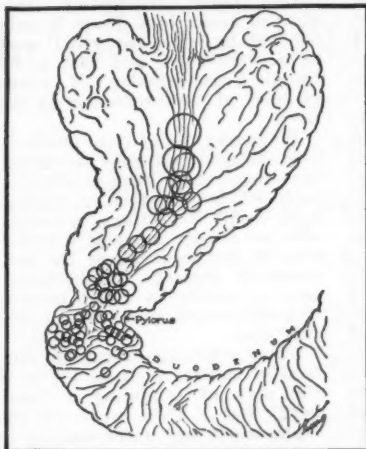
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Situations of Choice for Peptic Ulcer
(From: "Peptic Ulcer—
A symposium of the current literature")

Modern medical literature abounds with references to the importance of alkalization in the management of peptic ulcer and the control of gastric acid excess.

Where patients complain of sour stomach, acid or nervous dyspepsia or post-prandial pain, BiSoDoL (the balanced alkali) is the form

of alkali medication which will give "Quick Relief."

Other indications for the use of BiSoDoL include cyclic vomiting, the morning sickness of pregnancy, sea-sickness, after anesthesia, after alcoholic indulgence.

And remember, BiSoDoL is an antacid which is unusually palatable and easy to take.

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BiSoDoL



The Doctor and his Investments

By MERRYLE STANLEY RUKEYSER

AN EAR TO WALL STREET

With business moving side wise near the bottom, the very fundamentals of our economic structure have been tested. Investors with stock holdings who keep their eye on the ticker have gone through a nervous strain. The period has emphasized the wisdom of a balanced investment diet, as opposed to a lopsided diet.

Investors who look upon stocks as ownership shares in great enterprises have had the courage to buy on panicky dips, whereas those who look upon their holdings as mere numbers in the Wall Street lottery, have been frightened into selling at inopportune times. Broadly speaking, when general business has reached the maximum of depression, it is a better time to consider increasing the proportion of holdings of common stocks than to undertake belated liquidation.

Of late, efforts have been made by merchants, especially in the larger cities, to quicken the completion of the economic readjustment by passing on economies to retail buyers. Merchants have been luring customers into their stores by stressing the theme of bargain prices.

Sentiment has been badly disturbed by the spectacular decline in railroad earnings—a decline

which has been so drastic that it threatens the eligibility of numerous railroad bonds for continuance on lists of securities which are legal for savings banks and trust funds. With their back up against the wall, railroad executives have decided to ask for freight increases, hoping to get a rate structure which will allow a fair return on property values, in accordance with the terms of the Transportation Act of 1920. Executives want to get back to the rate structure of 1921, which has gradually been whittled away by 5,000 reductions of rates on individual commodities.

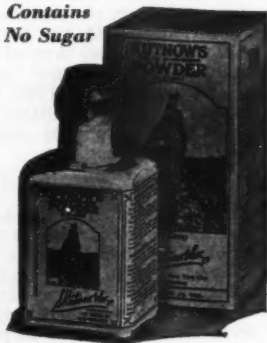
I have had opportunity to consult the views of the principal railroad presidents in the country and though most of them concede the growing importance of the competition of motor trucks, buses, steamboats and airplanes, they feel that the railroads are primarily suffering from the business depression and that when and if the volume of business returns to computed normal, the railroads will be able to flourish more or less, despite the competition of newer agencies of transportation.

High grade investment brokers are beginning to encourage their clients to take advantage of depressed prices to acquire standard common stocks. In drawing up a program for a \$300,000 es-

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Effervescent
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Alkaline Aperient
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*Contains
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Send me a trial bottle of Kutnow's
Effervescent Powder.

Dr. _____

Address _____

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I favor the following Drug Store:

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tate, one of the well regarded conservative firms in the Street points out: "We have suggested dividing the fund into about 66 per cent in fixed income bearing securities (that is to say, bonds), and the balance in equities (stocks). We have done this with the idea in mind of this being the ultimate division to aim for, rather than to suggest that this be done at the present time. We should say that you could with prudence invest about half of the monies allotted for equities at the present time, and either keep the balance in cash, or temporarily place it in United States Government securities, or issues of the State of New York. When the time comes to transfer this portion of the fund to equities, we believe that it will be possible with little risk of loss, if these funds were placed in common stocks of corporations which are leaders in their field, which with any upturn in business should enjoy increased earnings with a consequent satisfactory improvement marketwise. We cannot assure you, however, if business conditions continue bad, that they will not fluctuate with the market."

Recognizing that the investment public has been exploited by the genteel racket of either hiding earnings and assets or padding them in annual reports of corporations, some of the leading institutions of the country, including the New York Stock Exchange and the American Institute of Accountants, are seeking to set up better and more uniform accounting standards for the protection of outside stockholders. Charles D. Couchman, head of the American Institute of Accountants, has been authorized to confer with officers of the Stock Exchange, the Investment Bankers Association of America, the Robert Morris Associates, and the National Elec-

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tric Light Association, with a view to arranging a joint meeting to further the campaign to improve the quality of corporate reports to shareholders. Better and more honest reports to stockholders, made as frequently as possible, will tend to reduce the mystery element in markets, which tends to make dupes out of outside stockholders.

It is customary toward the tail end of a depression period for superficial thinkers to take the view that recovery will never come and that the country has reached the end of the rainbow. A veteran financier who had the will to be optimistic earlier in the year but who by midyear began to feel the pressure of bad opinions, recently remarked to me in all candor: "I do not feel that I have a sufficiently clear message to give at the present time. The fact is, I have never felt more puzzled about the outlook. Ultimately we shall, I am convinced, straighten things out so that we will be on a higher level of living than we have ever known before, but the time element is something that is pure guess work and there is so little in the situation that would lead one to guess optimistically that I feel like keeping quiet and being a spectator."

Buy Stocks on Partial Payment?

WHEN securities are cheap, many investors find themselves lacking in funds as a result of depressed business conditions. Accordingly, they are unable to take advantage of seeming bargains. The question arises whether the partial payment plan, which enables buyers to complete payment over a period of months,

HERE is one of the advertisements of The Sugar Institute

THE advertisement reproduced here is one of the series appearing in newspapers throughout the country. In order to keep the statements in accord with modern medical practice, they have been submitted to and approved by some of the leading authorities in the field of human nutrition in the United States. The Sugar Institute, 129 Front St., New York.

fresh vegetables

CAN BE MADE MORE **tasty**



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The combination of sugar and salt improves the flavor of vegetables in a most pleasing way. It emphasizes the salt taste of spinach; mellows the tartness of tomatoes; blends deliciously with the flavor of peas, carrots, string beans, cabbage, asparagus, onions and other vegetables.

In cooking use vegetables.

As you make your selection of vegetables remember that their distinctive flavor can be heightened with sugar.

In salads, add at least as much sugar as salt to the French dressing. The smooth, useful result will delight you.

"A dash of sugar in a pinch of salt" is also a fine seasoning for meat dishes, or soups and stews composed of meat and vegetables. Flavor and crown with sugar. The Sugar Institute.

☛ "Flavor and crown with Sugar"

Endomin

Produced
by
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for
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ENDOMIN, containing iron, copper, manganese and other inorganic elements, is an effective hematopoietic, with none of the disadvantages of raw, cooked or extracted liver.

Endomin is also utilizable in all conditions in which IRON is indicated. The dosage varies in different types of cases, from 1 to 3 tablets t. i. d.

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Canadian Agents:
W. LLOYD WOOD, Ltd.
64 Gerrard Street, E.,
Toronto, Ontario

British Agents:
COATES & COOPER
41, Great Tower Street,
London, E.C.3

especially useful in a period of depression.

In the first place, it is important to analyze the plans offered. Some so-called partial payment plans are bogus. For example, at times Stock Exchange firms have dabbled with this experiment. Under the rules of the Stock Exchange, member brokers cannot really offer a partial payment plan, because they must reserve the right to call on the buyer for additional margin at any time there is depreciation in the price of the securities held. Accordingly, the patrons of these so-called partial payment plans are really marginal speculators and run the risk of being wiped out or embarrassed in times of severe market dips.

On the other hand, certain outside agencies—bond and mortgage houses and affiliates of great public utility enterprises—offer investors opportunities to buy securities on a genuine partial payment plan, that is, a plan which provides contractually for a stipulated down payment and a stipulated number of additional payments over a series of months. In these cases, there is no departure from the original plan in case of a severe depreciation in the market price of the securities held. This latter type of bona fide partial payment plan is attractive to the investor who wants to save out of income and is especially attractive to the investor who thinks that prevailing prices are cheaper than they may be six or eight months hence.

The Bell Telephone Securities Company, a subsidiary of the American Telephone and Telegraph Company, will buy up to five shares of American Telephone and Telegraph Company stock at the market for investors who make a down payment of \$50 a share and subsequent monthly payments of \$20 a share. The company charges buyers interest on monthly unpaid balances at the rate of 6 per cent per annum.

At the same time it allows purchasers the accrued dividends on the stock.

Henry L. Doherty & Company offer the stock of Cities Service Company and affiliates on the partial payment plan. This stock, it should be pointed out, is highly speculative, and is subject to marked market fluctuations. The company requires a minimum down payment of twenty-five per cent of the current selling price, and will permit the spreading of the additional payments over a period of four to ten months. The company will sell as few as ten shares and as many as a hundred

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TAUROCOL (TOROCOL) TABLETS

Manufactured especially for
physicians' prescriptions and for
dispensing purposes.

Bile salts with cascara sagrada
and phenolphthalein.

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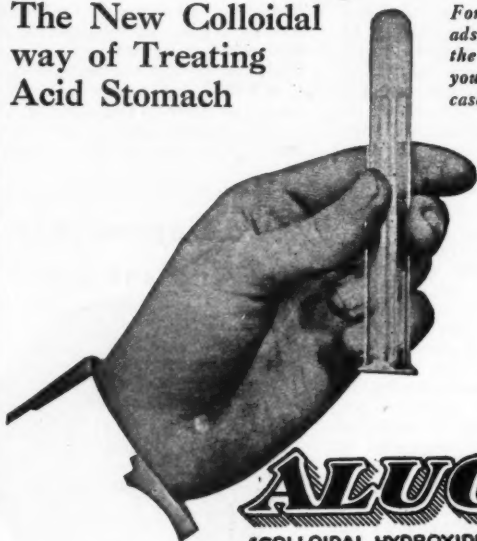
THE PAUL PLESSNER CO.
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Try

The New Colloidal
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Form this acid
adsorbing gel in
the stomachs of
your hyperacid
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*Physicians interested in antacid therapy should
write at once for full literature and supply of
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Please send me, without obligation, a container of ALUCOL for
clinical test, and brochure on "The New Colloidal Antacid."

Dr.

Address.....

City.....State.....

shares under this buying plan. Several of the real estate mortgage companies in New York sell guaranteed certificates on the partial payment plan. One company requires an initial payment of at least 10 per cent of the amount of the bond. This company points out that \$100 a month, invested under its plan at 5½ per cent interest, will yield \$6,891 in five years; \$15,555 in ten years; \$21,483 in 12½ years; \$27,845 in fifteen years; \$43,428 in twenty years; \$63,871 in twenty-five years.

At least one of the reputable bond underwriting houses will offer its own issues on the partial payment plan. The investor is asked to make an initial payment of at least 10 per cent of the par value, and then to complete payments in like amount during succeeding months at the rate of \$100 a month in the case of a \$1,000 bond. The investor has the option of completing payments sooner if he desires. Interest at the rate of 4 per cent is allowed on all payments, so that the investor receives a profitable return while his funds are accumulating.

Describing the plan, this company points out: "The only limitation placed on selections of bonds purchased under this plan is that they must be our own bonds, which we have on hand as part of our original purchase. The plan does not apply to the purchase of bonds which we must obtain on the market on customers' orders. Our own original holdings, however, are always extensive enough to meet any ordinary requirements, and the fact that they represent issues of our own underwriting is an assurance that they have measured up to exacting standards.

"The purchaser makes his first payment of at least 10 per cent of the par value of the bond purchased and agrees to complete payments in like amounts during succeeding months. He may com-

UNIFORMITY IN DIGITALIS THERAPY

For six years the Cardiac Clinics of Greater New York have used tablets of standardized whole digitalis.

Tablets Digitalis

Standardized Whole Leaf

Lederle

were perfected as a result of this work.

Physician's sample on request

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In Anemia PEPTO-FER

Assimilable

Chloropectonate of Iron

A tonic and flesh builder, prepared according to the original formula of Dr. J. Jaillet, Paris.

A Digestive: Its peptone facilitates digestion, and it is very easy to assimilate as the iron is rendered organic by the peptone. It does not constipate.

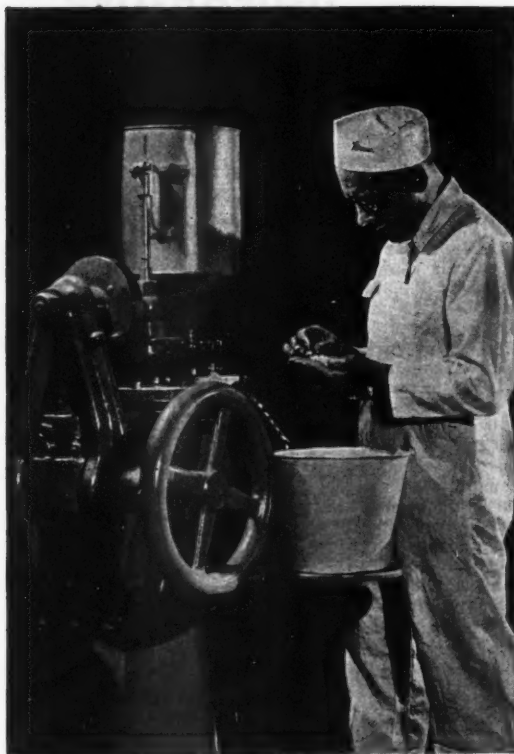
Agreeable to the taste: Being free from the styptic flavor of most iron preparations Pepto-Fer is very palatable. It does not blacken the teeth.

DARRASSE Frères, PARIS

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E. FOUGERA & CO., INC.

41 Maiden Lane • New York, N. Y.



Com- pressing Tablets

(Third of a series
of advertisements
on the making of
tablets.)

THERE is art as well as mechanics in compressing a tablet enough to carry it intact to the patient's hand and not so much that it will continue as a tablet right thru the patient's colon.

In making Breon Tablets, the moves that precede compression—especially the inclusion of the one best excipient—are made with this matter of disintegration and absorption of the medicament always foremost.

GEORGE A. BREON & CO.

PIONEER MAKERS OF STERILE SOLUTIONS

Kansas City, Mo.

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319 W. 50th St.

ATLANTA
409 Rhodes Bldg.

LOS ANGELES
1929 Hillhurst

SEATTLE, 6035 Eighth Avenue N. E.

plete payments sooner, if desired. As title to the bonds remains in us during the period of payments, we retain the bond interest, and, in return allow interest on all payments, from the date of receipt to the date of final payment, the rate depending upon current conditions in the money market. Thus the buyer obtains the benefit of a profitable rate of interest while his funds are accumulating.

"If the purchaser finds it necessary to discontinue his payments before completed, he authorizes us to sell the bonds to which his payments have been applying, at the prevailing market price. After adjustment, if any is necessary as a result of change in the market price of the issue, his funds are returned to him with interest."

In addition to these special plans, some of the vendors of high grade guaranteed first mortgages sell them in amounts of \$100, so that the investor can proceed systematically to invest \$100 monthly.

Moreover, one of the high grade New York trust companies, which conducts a composite investment fund along tested investment trust principles, will sell initial participations for as little as \$500, and then will permit participants to invest additional amounts running as low as \$100. Those with \$100 monthly to invest can therefore par-

ticipate in this plan which provides for a diversified investment.

Helping M.D.'s Collect

A PHARMACEUTICAL concern has a clever way of increasing collections among its physician-customers. If a doctor is delinquent in paying for goods, the concern writes a tactful letter suggesting that the doctor's patients have probably not been paying *him* promptly either. Then they offer to send him a supply of little collection leaflets.

These read:

THE DOCTOR CAN WAIT!

How natural that sounds! Most people have said those very words at one time or another. It is human nature to pay the butcher, the baker, the electric light maker—and let the doctor wait.

But the doctor, too, has obligations to meet. He is faced with the problem of the "three R's—rent, raiment, and rations." How can he promptly pay his bills when his good patients postpone their payments to him!

The doctor doesn't ask us to wait for his services. Is it really fair that we should ask him to wait for his money? Without even a look at his ledger, the doctor promptly and cheerfully answers our summons. And he is glad to do it.

Let's show our appreciation by sending him a check—today!

The concern finds collections improving!

THE THERAPEUTIC EQUAL OF OPIUM

But Minus Opium's Disadvantages, is the Description That Best Fits

PAPINE

(BATTLE)

The Most Satisfactory Anodyne

The indispensable pain-relieving principles of opium have been retained in Papine, but the narcotic and convulsive elements have been eliminated, which feature justifies the superior advantages claimed for Papine.

BATTLE & CO.

Chemists' Corporation, St. Louis, Mo.

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Accepted by
**The Council on Pharmacy
 and Chemistry - A. M. A.**

**A Potassium-free
 Organic Iodide
 in Capsules**

Iodine, 78.5%

**Methenamine
 Tetraiodide**

**Literature and Clinical
 Samples Upon Request**

I

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**PITMAN-MOORE COMPANY
 INDIANAPOLIS**

E

PITMAN-MOORE CO., Indianapolis.

M. E. 7-31

Please send me test sample of Siomine and literature.

M. D.

No. and St.

City

State

Flying Doctors

[FROM PAGE 17] Dr. Brewster's particular field is surgery, and he is called to various points within an area of more than 200 square miles; he operates a hospital at Holdrege and another at Oberlin, Kas., a distance of 115 miles by air line. The only means of transportation that could enable him to make all of his calls, and to make one or more daily trips between the two hospitals, is the airplane.

Dr. Brewster's first professional call by plane was in May, 1919. While at Beaver City, Neb., he received word that an oil-field workman had been injured in an oil-derrick accident near Hernndon, Kas. Apparently immediate surgical attention was imperative. By automobile, the journey would have taken more than three hours. The doctor arrived by plane in fifty minutes. The entire round trip, including an operation, was accomplished in less time than it would have taken to make the trip one way by automobile.

The next day he flew to the hospital at McCook, Neb., where he performed two emergency operations. In a short time he had come almost entirely to depend upon his plane in making calls, and it wasn't long before the folks in central Nebraska and north-central Kansas learned to recognize the drone of his ship's motor in the sky.

From 2,000 feet in the air the homes on the flat farm lands look very much alike. Each farm has a windmill, however, and Dr. Brewster soon solved the identity problem by having some member of the patient's household tie a bedsheet to the windmill. That system is still in use at the present time.

Sometimes the plane carries both physician and nurse, and often patients are flown from their homes to a hospital. Some time

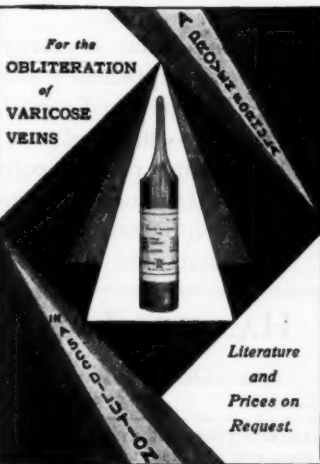
HOLLISTER BIRTH CERTIFICATES

**Create Good Will for
Hospitals and Doctors
Bring Maternity Cases
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Nearly a half million are now in circulation covering every state in the Union. They are prized by mothers for their beauty and usefulness, and nothing inferior to "Hollister Quality" will satisfy them or have the ethical publicity value to hospital and doctor.

Samples sent upon request.
Write name and address on
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FRANKLIN C. HOLLISTER, INC.
538 Roscoe Street
CHICAGO



For the
OBLITERATION
of
VARICOSE
VEINS

Literature
and
Prices on
Request.

THE LAKESIDE LABORATORIES, INC.
1823 E. Windsor Pl., Milwaukee, Wis.

Gentlemen: Attached to my letterhead or professional card kindly find above advertisement which I am returning to you for literature and prices.

Hanovia Announces the NEW

Super Self-Contained Kromayer Unit

HERE is the new Super Self-Contained Kromayer Unit, smaller and more compact than the previous model it replaces. It has the Super-Alpine and Kromayer circuit controlled by a simple selector switch. The lamp has greatly increased intensity—with voltage control rheostat and voltmeter. The new and specially designed Hanovia pump and water cooling system eliminates the possibility of pressure development by water stoppage.

This new unit is greatly improved in appearance and design. The base and top of the old ivory cylindrical case are black—other parts are polished nickel. It is unusually quiet in operation and all parts are easily accessible.



HANOVIA Lamps for Light Therapy

Divisional Branch Offices:

CHICAGO, ILL., 30 N. Michigan Ave.

NEW YORK, N. Y., 30 Church St.

SAN FRANCISCO, CAL., 220 Phelan Bldg.

HANOVIA CHEMICAL & MANUFACTURING CO., Dept. 267, Newark, N. J.

Please send me your literature describing Hanovia Quartz Lamps and their application.

Dr. _____

Street _____

City _____ State _____

ago he flew from Holdrege, in south-central Nebraska, to Rochester in five and one-half hours against a head wind, the homeward journey required less than five hours.

Dr. Brewster now uses a four-place Monocoach equipped with a Wright J5 225 horsepower motor for most of his flying. The ship cost \$8,250 a little more than a year ago; today he could purchase the same ship for several thousand dollars less. The plane has a top speed of 125 miles per hour and a cruising speed of between 110 and 115 miles per hour. It operates at a total cost of approximately \$15 for each hour that it is flown. This gives a cost per mile of slightly more than thirteen cents.

The total operating cost per hour is somewhat higher than \$15, because Dr. Brewster now keeps a pilot-mechanic, though he can fly the plane himself. He gives his reason for retaining a pilot as "conservation of energy." The pilot-mechanic combination costs \$35 per week, and the pilot's traveling expenses are \$4 per day, with an average traveling time of 3 days per week. Thus the total over all operating cost is approximately \$16 per hour, figured on an average basis of fifty hours flying time.

All operating costs are included in the foregoing figures. They include gasoline, oil, maintenance and ordinary repairs, major over-

haul of the engine every 350 hours of flying time, depreciation (less an estimated salvage value of \$1,000), taxes, contingent items, and insurance. The latter includes coverage on fire from all causes, windstorm, public liability and property damage.

The airplane that has been most economical to operate of the many planes owned by Dr. Brewster is an Arrow Sport biplane, costing \$2,700. Incidentally, the same ship with a number of refinements now costs only \$2,350. This is the Arrow model equipped with a sixty horsepower LeBlond motor. The ship carries only two passengers, including the pilot, and has an open, companion-type cockpit with side-by-side seating arrangement. It has a top speed of 103 miles per hour and a cruising speed of eighty-six miles per hour at 1,800 revolution per minute of the propeller.

Operating costs for the Arrow Sport "Sixty", figured on an hourly basis, are:

Gasoline—4½ gal. per hour	
@ 22c	\$.99
Oil—2½ gal. in 25 hours	
@ 85c08
Maintenance and repairs.....	.30
Major overhaul—\$150 in 300 hours50
Depreciation—33 1/3% on \$2,700 less estimated salvage value of \$400.....	1.23
Taxes—2%09

Consider the Discomfort

to your feminine patients of an abnormal vaginal discharge, especially during the Summer season. Consider their feelings and also their convenience by prescribing something more convenient to use than the fountain syringe or vaginal douche. Prescribe or dispense

MICAJAH'S MEDICATED WAFERS

which are astringently decongestive, tissue toning and soothing. In like manner to palliate the discomfort occasioned by hemorrhoids, employ MICAJAH'S SUPPOSITORIES which shrink pile tissue, stop bleeding, soothe soreness and pain. Samples and special offer on request.

MICAJAH & COMPANY,

194 Conewango Ave., Warren, Penna.

Weak and Broken Down Arches—the real cause why many suffer from Rheumatic-like pains.

In the absence of any objective symptoms, patients who complain of pains in the foot, heel, ankle, or up the calf to the knee, or dull aches in the hips, thighs or lumbar region—are victims of weak or broken down arches.

To establish this definitely and conclusively, it is only necessary to send your patient with your professional card to any leading shoe or department store where Dr. Scholl's Foot Comfort Service is maintained.

These stores employ qualified Experts, especially trained in Dr. Scholl's scientific methods. They will make Podo-graph prints of the patient's stockinged feet, which reveal the exact nature and extent of any foot arch condition.

Improvement almost invariably follows immediately after Dr. Scholl's Arch Supports are fitted. They relieve ligamentous and muscular strain, give firm support to the bones of the arch and equalize the body's weight from heel to ball.

They are MOLDED to conform to the individual shape of the patient's arches. Later on, as the condition improves, they are raised and adjusted. Soon complete correction follows, and the supports need no longer be worn.

Interesting and illuminating professional literature on the Feet, also name and address of nearest dealer will be sent to you on receipt of coupon.



TOP—Typical case of flat-foot. CENTER—Dr. Scholl's Tri-Spring Arch Support. BOTTOM—Appliance in position—how it supports the bone structure.

THE SCHOLL MFG. CO., Inc., 213 W. Schiller St., Chicago
62 W. 14th Street, New York City

Please send me your literature on the Feet and name and address of nearest Service Dealer.

M. E. 11

Name..... M. D.

Address..... City..... State.....

Insurance—Fire, all causes, windstorm, public liability and property damage....	1.00
Contingent items—10%45
Hangar20

Total direct operating cost \$4.84

The mileage cost computed on the hourly basis at normal cruising speed and figured on a basis of fifty hours flying time a month is 5.7 cents per mile. If depreciation were figured on the basis of the latest price for the Arrow Sport "Sixty", the cost per mile would be five and one-half cents per mile. Dr. Brewster points out that this is an operating cost which any automobile would do well to equal. It becomes especially impressive when one stops to think that the airplane eliminates a good many miles in going from place to place, by virtue of its freedom from the necessity of following highways and detours.

Dr. Brewster is of the belief that with one of the light sport planes a doctor might save himself twenty-five per cent in costs under any other means of transportation, including automobile, train or air transport line, in making trips of fifty miles or more, to say nothing of time saved. This would depend a lot, of course, upon whether there would be additional costs and time lost for automobile transportation from the point where the plane was landed to the traveler's destination.

In Nebraska, a light plane can be set down in small fields within walking distance of practically all small towns and farm homes. This would hold true in a majority of the states, while even the smaller cities in the mountainous section of the country are installing airports rapidly.

Dr. Brewster believes that air travel is just as safe as automobile travel if the proper precautions are taken in flying the plane. He believes in using a

HASLAM

Headquarters for Rustless Steel Surgical Instruments

All of which are made from
genuine "STAINLESS"
STEEL.

NO PLATING

We are the largest manufacturers of this line in the
United States.

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FRED HASLAM & CO., Inc.

83 PULASKI STREET
BROOKLYN, N. Y.

Supplied through Dealers only



Hay Fever

FREE TUBE—

We want you to prove to yourself the advantages of ephedrine hydrochloride exhibited in our water soluble jelly base. Efedron quickly relieves nasal congestion. Patients appreciate the quick, sure, results.

Send for Free
Tube—TODAY

Hart Drug Corp.,
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Send me trade size tube
Efedron FREE.

M.D.

FOR THE WELL BABY

Klim Means a
Doubly Uniform
 MILK SUPPLY

K LIM powdered whole milk guarantees a *double* uniformity for infant feeding.

The first is that every tin of Klim is just like the next. The same unvarying high quality is there—no matter when or where the tin is purchased.

The second uniformity is the important even distribution of fat throughout the product. This, and the fact that the fat does not cream off upon liquefaction, overcomes completely the danger—always present in the preparation of liquid milk—of unequal distribution of the fat in the bottles.

Because of this uniformity—plus its safety and easy digestibility—Klim is regarded by increasing numbers of physicians and pediatricians as the milk of choice for the well baby.

Literature and samples on request

MERRELL-SOULE DIVISION

The Borden Company

Dept. ME, 350 Madison Avenue, New York



Recognizing the importance of scientific control, all contact with the laity is predicated on the policy that Merrell-Soule products be used in infant feeding only according to a physician's formula.

KLIM

POWDERED WHOLE MILK

ood ship, kept at top performance, and in never pushing them to their highest speed.

No more stunting takes place in the Brewster planes than takes place in the operation of the ordinary automobile. The ships are always in tune, the pilot servicing them completely at regular intervals and checking them over for structural soundness. The motors are overhauled regularly.

The checker-board level of central Nebraska is made up of thousands of potential landing fields, so that with a light plane, Dr. Brewster can set down without accident any place in Nebraska or Kansas if his engine should go dead while he is flying at an altitude of 2,000 feet or more. He thinks no more of a forced landing in the cornbelt region than the average motorist would think of a flat tire. However, he has had less than twenty forced landings in his twelve years of flying, and he has come

out of all of them without a scratch.

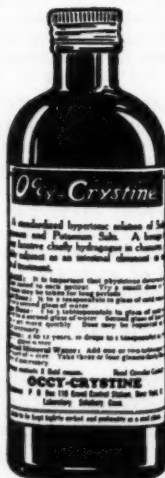
Holdrege today has a well improved airport where Dr. Brewster keeps his planes. This and ten other fields in the state have been equipped for night flying.

Dr. Brewster is of the opinion that there will be many more physicians flying their own planes when planes become cheaper in price and fields more common, but he also believes that it is entirely practicable, in most cases for a physician or surgeon with a scattered visiting practice to fly his own plane today.

Correction

IN Dr. Haigh's article "State Medicine" in May MEDICAL ECONOMICS, last paragraph, page 119, the word *inanimate* should have been *animate*.

THE SATURATED SULPHUR-BEARING ALKALINE



Occy-CRYSTINE

Adequate elimination means an unloading of the bowel of its gross putrefactive residues, an unloading and a detoxication of the putrefactive products in solution in the blood stream, an unloading of the individual cells of their soluble waste substances.

Occy-CRYSTINE by reason of its NEUTRAL SULPHATES in a state of HYPERTONICITY and its available COLLOIDAL SULPHUR functions in all three roles.

Liberal clinical trial supply,
postage prepaid on request.

Occy-CRYSTINE CORPORATION M. E.
P. O. Box 118, Grand Central Station
New York, N. Y.

Gentlemen:—Please send me postage prepaid a clinical trial supply of Occy-CRYSTINE.

Name.....
Address.....

Laboratory
Salisbury,
Conn.

Literature and Samples »

MILK SUGAR IN INFANT FEEDING: A study of the effects of the routine use of milk sugar in infant feeding, by B. Winston Jarvis, M.D., reprinted from the American Journal of Diseases of Children. Write: Milk Sugar Institute, Inc., Executive Offices, 50 East 41st Street, New York.

COCOMALT: A trial can and booklet "Facts About a Vital Food" are offered by R. B. Davis Company, Hoboken, N. J.

FRESH: A full-sized tube, with smaller tubes for patients, of this new product for the treatment of parasitic and other infections of the skin, is offered by the Pharma-Craft Corporation, Inc., 30 N. Michigan Avenue, Chicago, Ill.

MEDICAL OPINIONS: A review of reports on the use of Calmitol, in booklet form. Write: Thos. Leeming & Co., Inc., 101 W. 31st St., New York.

THE NEW SUMMER: This helpful booklet on ultra-violet can be had gratis by writing the Incandescent Lamp Department, General Electric Co., Nela Park, Cleveland, Ohio.

PHYSICIAN'S MANUAL: Some interesting information on abdominal supporters is contained in this booklet offered by S. H. Camp & Co., Jackson, Mich.

CATALOG ON UNIFORMS: An elaborate five-color catalog illustrating a line of washable uniforms has just been published by Ottenheimer & Co., 1946-50 West Madison Street, Chicago, Ill.

METAPHENE: Physicians' samples and literature are offered physicians by Abbott Laboratories, North Chicago, Ill.

SAFETY AND SIMPLICITY IN INFANT FEEDING: This 30-page booklet will be found helpful in constructing feeding formulas. The tables are particularly useful. Write: Evaporated Milk Association, 203 N. Wabash Avenue, Chicago, Ill.

AN IMPROVED FORM OF HEXAMETHYLENAMINE MEDICATION: A booklet discussing the pharmacology and therapeutic effect of Urasal. Write: Frank W. Horner Inc., Lynn, Mass.

AQUAZONE: This circular gives an interesting description of a modern device for conditioning air and eliminating dust. Write: The Corozone Co., Cleveland, Ohio.

SAMPLES OF ZBT: Crystalline Chemical Co., Bronx, New York is offering samples of ZBT Baby Talcum to physicians.

SAMPLES OF IODOTONE: Eimer & Amend, 205 Third Avenue, New York City are offering liberal samples of this product.

PROPER METHODS OF GLOVE STERILIZATION: A sticker containing detailed instructions for nurse or assistant, for attaching to sterilizer, is offered by the Wilson Rubber Co., 1216 Garfield St., S. W., Canton, Ohio.

PYRIDIUM: A thirty-page booklet describing its clinical application, is offered by Merck & Co. Inc., Rahway, N. J.

» Everybody's Business

[FROM PAGE 23] tive and bold, the forces of depression likewise gather weight and speed as they spread to every department of life and business. This very minute when money is badly needed to start the wheels of trade and industry, billions of dollars lie idle in the nation's vaults.

Such resources must eventually be set free in the form of wages to employees and dividends to stockholders. Funds so distributed will in turn be used to reduce bank loans, thereby releasing a huge amount of frozen credit. Surplus money in corporate treasuries is also a bad thing.

Fortunately, managements everywhere are now up for judgment. Incompetents are being weeded out. Dishonest administration is being disclosed, waste eliminated and policies of drastic economy inaugurated. Wise managements are going ahead with their marketing research, carefully budgeting the perils of obsolete methods and equipment.

Another important disclosure has been the fact that almost everywhere business has been suffering from an amazing amount of lost motion and bad planning. This means a revolution in methods and programs. Very likely in the building field we will come to the mass production of houses. We can buy a better automobile today for half the price one had to pay a few years ago, but this is not true in the case of a house. It has been established that the principle of factory production of homes would bring an initial reduction of 25% in the cost of building, in addition to the substitution of a fire-proof house for the ordinary wood and brick structure. [TURN THE PAGE]

Cystogen

CYSTOGEN, $(CH_2)_6N_4$

is a chemical derivative of formaldehyde, eligible for internal medication. It is a safe and effective genito-urinary antiseptic and uric acid solvent. The combined clinical experience of many physicians has proved its value in all infections of the urinary tract. May we send you samples?

CYSTOGEN CHEMICAL CO.
220 36th Street, Brooklyn, N. Y.

Gentlemen:

Please send literature and samples of CYSTOGEN.

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M.E. 7-31

REVELATION TOOTH POWDER



THE PRIMARY CAUSE of receding, bleeding and sensitive gums is GLYCERINE, and for that reason alone Revelation is never in paste form.

*Revelation
Corrects These
Ailments*

Send your professional card for full size can of Revelation and literature without charge.

August E. Drucker Co.
2226 BUSH STREET, SAN FRANCISCO

TABLETS

OF

PURE ARGYROL



for Physicians' Use

- 1. Convenient**
- 2. Pure Argylol**
- 3. Accurate**
- 4. Fresh Solutions**

FOR years, physicians have been asking us to devise a method whereby fresh Argylol solutions would be available from the hand bag as well as in the office. We believe we have found the answer in the TABLETS OF PURE ARGYROL which enable the physician to arrive at a true Argylol solution quickly, without the necessity for weighing. The following typical comments on Argylol Tablets have been received from prominent specialists who were among the first to use them:

"... weighing out crystals, but the tablets are easier and cleaner to handle. Then too, there is small opportunity for error."

"... fresh solutions have always been a problem because my requirements vary... The tablets in effect represent any amount of fresh, accurate solution whenever needed."

"... never prepared my own solutions and sometimes doubted that I got real Argylol... With the tablets I am sure of the product, and the preparation is no trouble at all."

Your druggist can supply you with the new Argylol Tablets in packages of sixty 6-grain tablets (3 vials, 20 tablets each).

A. C. BARNES COMPANY

Sole Manufacturers of Argylol and Ocoferrin

New Brunswick

New Jersey

Factory production of houses will mean more rather than less employment in the building field. It will not only result in the birth of a new industry, but the present condition of intermittent labor in housing construction will largely be replaced by continuous work the year round with an efficiency which will more nearly justify the present high wage scales. The majority of our people have incomes insufficient to permit their buying houses constructed by workmen getting from \$12 to \$15 a day.

Most of our great business and financial institutions are now in sounder condition than they ever were in any previous time of business distress. Individuals have been paying their debts. No one is buying securities on a thin margin. Inventories have been cut to the bone and decks cleared for any kind of storm that may come. Fly-by-night financiers have sold their yachts and reduced their establishments. The public mind has adapted itself to the idea of severe economy.

Raw-material prices and interest rates may remain for some time on a low level. The people who have fixed incomes from rent, bonds, or permanent salaries, may become the ones to reap the large rewards in the new era now commencing. These and other changes may take place without preventing the return of prosperity. We have never had

a balanced period of good times, nor one in which all industries or all classes of people have enjoyed the benefits of widespread trade activity. At least seven of our twenty major industries failed to participate in the large profits of the last boom.

Instead of adding more pessimism to an atmosphere already saturated with dire predictions, let us turn our thoughts to facts favorable and constructive. For instance, the United States produces 57% of the world's output of machinery. If real efforts were made to develop the virgin markets for machinery in Asia and other backward continents, the outcome would be a drastic change in the whole course of our present civilization. Standards of living throughout the world would rise instead of dragging on a level so low as to threaten the maintenance of present American customs and practices.

We are now suffering more from overprediction than from overproduction. The current depression has become more largely mental than physical. We have not only lost most of our traditional sense of humor, but also seem to have forgotten that the majority of our great fortunes have been made by buying from pessimists during trade slumps. In a year or two from now thousands of Americans will belong to the "I Wish I Had" club. They will then understand more clear-

"According to Guttman (See U. S. Dispensary 1926, page 388) one part of creosote in three thousand completely inhibits the growth of bacteria," hence its value in the treatment of

TUBERCULOSIS

Mistura Creosote Comp.

(KILLGORE'S)

Meets all the requirements of the creosote treatment
Sample and literature on request

55 West Third St. CHARLES KILLGORE NEW YORK

Your Family, too, Doctor, will like Hires Root Beer

*To prove its delicious-
ness, may I send a full
size bottle of Hires
Extract*

FREE

enough to make
40 bottles of
Hires Root Beer

I WANT you and your family
to become acquainted with
the beverage we've been
making for over 50 years.

You'll like its delicious flavor,
its distinctive taste. You'll ap-
preciate its ingredients—it con-
tains the percolated juices of
roots, herbs, barks and berries.
And it is absolutely free of ar-
tificial color or flavor.

Hires Root Beer is so easy to
make—so economical. It costs
but 1½c a bottle, compared to
the usual prices you pay for other
fine beverages. A saving average
of 90%.

More Hires Root Beer is be-
ing made today than ever before



—its popularity is ever increas-
ing.

Will you and your family
please get acquainted with Hires
Root Beer and compare its merits
with any other beverages used in
your home?

For a free, full size bottle of
Hires Extract merely mail the
coupon below. Kindly give home
address, rather than office.

C. E. Hires

President
The Charles E. Hires Company
Philadelphia

The Charles E. Hires Company,
Dept. M-33-7
Philadelphia, Pa.

Kindly send free bottle of Hires
Extract.

Name

Street

City..... State.....



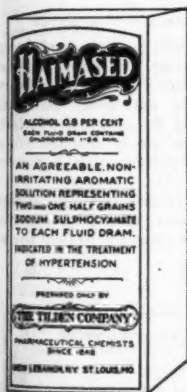
ly the statement that when a horse balks, the balk is in his head, not his legs. Just as the horse moves on when he thinks he will, so business will go ahead making money and spending it just as soon as it thinks that it will.

Industry having reached that point where it is ready to admit it is only a dub, we may expect an early break in the dark clouds. It reminds one of the story of the last man to open a Tom Thumb golf course in a Western city that had been swept by this latest craze. As soon as he recognized that the vogue had been overdone, he hung a sign over the entrance reading "Opened by mistake." A lot of managements recently have acknowledged equally foolish mistakes, written off huge losses and solemnly vowed they will not be caught again. This substituting of sense for folly augurs well for the future.

Our present tragedy is inexcusable. It is an impoverishment that has come from an exercise of greed and bad judgment on the part of our leaders rather than any lack of life's necessities. We cannot quickly solve such problems as national armaments, high tariffs, war debts and mistaken fiscal policies. We cannot instantly eliminate the causes that brought us hard times.

But we can prevent the use of any organization or institution in the manufacture of fear and pessimism for the purpose of depressing prices, wiping out savings and bankrupting businesses. If such an accomplishment is impossible, then our system of government is nothing better than a joke.

Millions of our citizens are rightfully tired of what we now have and want a change. They would follow a great leader with all the enthusiasm of zealots.



HYPERTENSION

Successfully relieved with

HAIMASED

(TILDEN'S)

An agreeable, non-irritating, aromatic solution representing $2\frac{1}{2}$ grains Sodium Sulphocyanate to each fluid dram.

*(Sample and Literature to
Physicians on Request)*

Prepared only by

THE TILDEN COMPANY

Pharmaceutical Chemists since 1848

New Lebanon, N. Y.

St. Louis, Mo.

DIURESIS and ALKALINIZATION

IN renal disease, especially when marked by deficient urinary secretion and retention phenomena, a prime purpose of treatment should be the *promotion of diuresis and the alkalization of the body fluids and tissues*. With this plan a greater volume of the waste nitrogenous products is carried off and the possibility of acidosis reduced.

A simple yet effective means of accomplishing these purposes lies in the administration of

*A Pure
Delightful
Spring Water
and a
Natural
Alkaline
Diuretic
Eliminant*

BUFFALO MINERAL WATER



FORMERLY CALLED BUFFALO LITHIA WATER

This natural water has unusual diuretic powers, and being definitely alkaline exerts a prophylactic influence against acidosis. Furthermore, its notable calcium content is useful in aiding the metabolic processes. Being extremely palatable **BUFFALO MINERAL WATER** may be drunk freely, in fact, with most patients large quantities are easily introduced, a *desideratum* of much importance when dehydration is present and acidosis imminent.

Physicians may prescribe it with every assurance that throughout the range of kidney, bladder and prostatic disorders **BUFFALO MINERAL WATER** serves a highly useful purpose.



VIRGINIA BUFFALO SPRINGS CORPORATION
Buffalo Springs, Virginia

Please send me the *Résumé* of Information Relative to Buffalo Mineral Water.

Name..... M. D.

Address.....

City..... State.....

Tours and Cruises »

FOR PHYSICIANS AND PATIENTS

A WEEK-END CRUISE ON THE FAMOUS MAURETANIA: This folder describes one of the popular four-day ocean trips, at \$50 up. Write: Cunard Line, 25 Broadway, New York.

THE MODERN WAY: Travel by the Red Star Line is described enthusiastically in this new booklet issued by the International Mercantile Marine Company, 1 Broadway, New York.

INTERNATIONAL HYGIENIC EXPOSITION—DRESDEN: This will be one of the important sights in Europe this season, as it was last. An illustrated folder with full information has been published by the German Tourist Information Office, 665 Fifth Avenue, New York.

REDUCTIONS TO PHYSICIANS: Medical men and their families are accorded special reductions when traveling in the spa region of Germany. For information on the arrangement write: Spa Products, 164 Fifth Avenue, New York City.

AROUND THE WORLD ON THE PRESIDENT LINERS: "Parlor, Bedroom and Bath" is the subtitle of this humorous folder describing a comparatively low-priced round-the-world cruise. Write the Dollar Steamship Lines, Robert Dollar Bldg., San Francisco.

DUDE RANCHES OUT WEST: You've heard of these places, and maybe you have visited them. This booklet lists several dozen,

with rates, accommodations, and so on. Write: Union Pacific System, Omaha, Nebraska.

AROUND THE WORLD BY "SPECIAL CLASS": The "special class" means that you travel at an average of \$10.50 a day. Write: Franco-Belgique Tours, Inc., 551 Fifth Avenue, New York.

LAND OF EVANGELINE: A folder about the country "down east" including information on the service between Boston and Nova Scotia. Write: Eastern Steamship Line, Pier 18, North River, New York.

VIRGINIA: 34 pages, and about the size of the National Geographic, showing a variety of illustrations not seen in other literature on Virginia. Write: Norfolk and Western Railway, Roanoke, Virginia.

ACROSS THE ALPS BY AIR: You can do your mountain climbing in comfort now, according to this folder, which lists all air routes leading to Vienna. Write: The Austrian Tourist Information Office, 400 Madison Avenue, New York.

SWEDISH HOTELS AND RESTAURANTS: This 129-page booklet is printed in three languages, one of them English. It will help you get around Sweden. For a copy write: The Swedish Traffic Association, 551 Fifth Avenue, New York.

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*Radium Emanation Is a
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Exerts an oxidizing and ionizing effect on the blood.

Improves faulty metabolism.

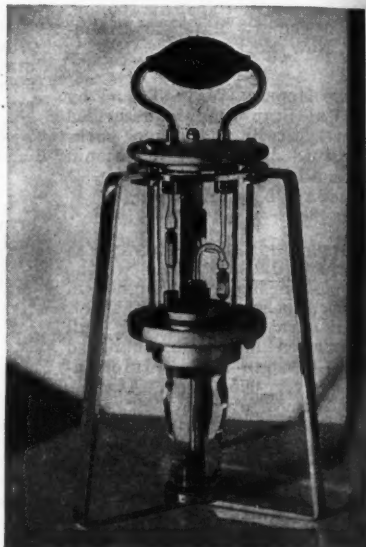
Increases flexibility of the arteries.

Decreases the precipitation of uric acid in the blood.

Increases cellular activity.

Normalizes blood pressure.

In stubborn cases of Arthritis, Arterio-sclerosis, Constipation, Diabetes, Gout, Hay Fever, Indigestion, Lumbago, Neuritis, Pyorrhea, Rheumatism, *The Radiumator* proves a helpful aid to the physician.



The RADIUMATOR

The only scientific device that produces a gaseous radium emanated water containing electro-positive Alpha rays of radium without direct contact of water and radium, and in the correct therapeutic dosage. The coupon will bring you descriptive literature.

NORTH AMERICAN RADIUM CORPORATION
300 Fourth Ave., New York.

North American Radium Corp.,
300 Fourth Ave., New York.

Please send me your booklet "Medical Science Harnesses one of Nature's Rarest Forces for Health."

Name

Street

City State

Irish Guilds

[FROM PAGE 32] Society of Surgeons was formed. It met, and of course dined, at various taverns, but it did more than eat and talk, for it quite promptly petitioned Parliament "that a Royal Charter dissolving the preposterous and disgraceful union of the surgeons with the barbers, and incorporating them upon liberal and scientific principles would highly contribute not only to their own emolument and the advancement of the profession in Ireland, but to the good of society in general by cultivating and diffusing surgical knowledge.

They were honest fellows, these old Irishmen, as it will be observed that they placed the increase of their own emolument first and the good of society second.

King George the Third, however, following the precedent

which had been set by King George the Second in London and, years previously, in Edinburgh, and notwithstanding the active opposition of the followers of St. Mary Magdalene, granted the Surgeons their Charter, and the famous Royal College of Surgeons in Ireland came into existence in 1784.

As at first constituted the College was still really a Guild. It was administered on the principle which still persists in existing fraternities, by a body called "the Court of Assistants."

It was so closely allied to the Guild principle of admission by servitude, that it took nearly half a century before the College could examine candidates who were not the indentured apprentices of surgeons.

A new Charter had actually to be obtained for this purpose.

The present writer was apprenticed to a Guildsman of St. Luke in 1883, and learned the rudi-

PRUNOIDS

A lack of secretion in the intestines is one of the principal causes of chronic constipation. Prunoids given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each), Cascara Sagrada, DeEmetinized Ipecac and Prunes.

**Sultan
Drug Co.**
Saint Louis,
Missouri

Gentlemen:

Please send me a professional sample of PRUNOIDS.

Dr. _____

Address _____

Samples to Physicians Only

You Cannot Avoid the Hot Days of July and August

But You Can Protect Your Baby Patients

FROM

**INTESTINAL INDIGESTION,
DIARRHEA, DEHYDRATION
and COLLAPSE**

*Caused by unclean milk, inefficiently
refrigerated, by*

PRESCRIBING DRYCO—It's Safe

DRYCO is clean milk, not cleaned milk, which requires no refrigeration, is easily and quickly prepared in every degree of concentration to meet the needs of the individual infant.

Authorities Agree that the most important part of the management and successful treatment of summer diarrheas is the giving of a proper diet.

Pin this to your Rx blank or letterhead and mail:

COUPON

Send samples and booklet: "Diarrhea—the
Dread Disease of Infancy and Childhood."

THE DRY MILK COMPANY, Inc. Dept., ME. 7
205 East 42nd Street, New York, N. Y.

DRYCO

**DRYCO IS DIGESTED AND ASSIMILATED
WHEN OTHER FOODS FAIL**

ments of medicine, surgery, and *materia medica*, in what was described by the Irish peasantry of the day as a "doctor's shop."

Like the London Society, the Dublin Apothecaries' Hall has ceased to sell drugs, by wholesale, compound prescriptions and retail scents and toilet articles, but it still exists.

When it became necessary for all practitioners to hold qualifications in medicine, surgery and midwifery, it tried to join up with the College of Surgeons, but when this failed the "Hall" managed to get parliamentary powers to grant a diploma itself qualifying in all three subjects.

The Guild of St. Luke, changed only in name, still flourishes, and its diploma is still sought for by many Irish doctors.

What of the Guild of St. Mary Magdalene?

This Guild, emasculated by the secession of the apothecaries and the surgeons, lived on until 1840, when it was abolished by Act of Parliament.

Jealousy of the newfangled College of Surgeons persisted to the end, for surely the records of the old Guild of Barber-Surgeons would be more fittingly bestowed in the Library of the stately building which houses the great Irish College of Surgeons on St. Stephen's Green.

However, the curious visitor to Dublin will by the courteous librarians of Trinity College be shown a quaint old wooden box covered with red leather, which contains all that remains of the most ancient chartered medical corporation in the British Isles.

In these days of stress and drab sameness in our daily life, it may be worth-while to recall the old medical guildsmen of the Irish capital, riding in the civic pageants in their bright livery robes. It is good to remember their struggles for power and freedom, and in their early days the association between "Saints and Surgeons."



for

growing children—convalescents
expectant mothers—nursing mothers

—for every condition demanding hyper-nutrition without burden upon the digestive system, recommend Cocomalt. This delicious, chocolate flavor food drink adds 70% to the caloric value of milk. Contains Vitamins A, B Complex and D. At grocers and drug stores. Trial can sent to physicians on request. R. B. Davis Co., Dept. HH-7, Hoboken, N. J.

BIG SAMPLE OF MU-COL

(Enough to make 6 quarts)

Aseptic,
Prophylactic,
Anti-Catar-
rhal,
Anti-Febrile.
A Cooling,
Healing,
Post-Opera-
tive
WASH
that Gives
Effective
Results.

FREE

A host of physicians turn to Mu-col when it is undesirable to prescribe or use corrosive coal tar, or phenol washes in effective strength. Cooling, soothing, it is a fine prophylactic and detergent. Assures cleanliness throughout the entire membranous area. A saline-alkaline powder, easily soluble in water. Superior for feminine hygiene.

Mail Coupon for Sample NOW

Mu-Col Co., Suite 322Y, Buffalo, N. Y.
Send sample of Mu-Col, enough for
6 qts. FREE.

Name..... M. D.

Address

(please attach coupon to your letterhead)

What you get in a package of

Puretest Sodium Bicarbonate

PERHAPS you think that the difference in quality of different Bicarbonate of Sodas is not of great importance.

The thought behind all Puretest products is that the quality of anything which is for internal consumption of human beings is of the utmost importance.

Even in so commonplace and inexpensive a product as Bicarbonate of Soda, little differences are considered important. No process that improves and refines to a greater degree of purity is neglected.

Compare Puretest with any other Bicarbonate of Soda. Note its pure white color, its fine, smooth consistency, its total lack of odor. Note how quickly it dissolves into a crystal clear solution. And how mild its taste—less salty and bitter.

Then there is the purity you cannot see without chemical tests—its freedom from sodium carbonate, chlorides, sulphates, heavy metals and other impurities.

But all these refinements for purity's sake would go for nothing if that purity were not protected by proper packaging.

Puretest Sodium Bicarbonate is packaged in two forms. It comes in a tight tin box with an inner waterproof bag which keeps it from developing that bitter, alkaline taste so often marked in soda.

Then there is the box of 30 individual doses put up in glassine envelopes. In this form it is not only



This box contains 30 individual doses in glassine envelopes. (A teaspoonful to a dose.) This offers great convenience to those who find frequent doses necessary as an Antacid and Stomach Sedative.



This is a tight tin box with an inner waterproof bag which protects the mild taste of Puretest and keeps it from developing a bitter, alkaline taste.

protected but is extremely convenient for those who find frequent dosage necessary in acid conditions, colds, etc.

Don't you want this uniform purity and protection in the drugs you specify? You can get Puretest Sodium Bicarbonate and all other Puretest drugs at any Rexall or Liggett Drug Store. Samples sent on request.

***Puretest* Sodium Bicarbonate**

UNITED DRUG COMPANY - BOSTON - ST. LOUIS

"Too High"

[FROM PAGE 25] young dentist just like finding \$25 or so and he was very grateful to the doctor who took his tonsils out for nothing. Later he realized that the physician had perhaps not been actuated so much by humanitarian motives as by the desire to get ahead of the competing doctor.

Rather difficult to meet such competition, unless you offered to pay the patient for giving you the privilege of removing his tonsils. Often the doctor is confronted with bargain-hunting patients; they go not to the most competent physician, obstetrician or surgeon; but to the one who offers to handle surgery or obstetrics at the lowest fee. Knowing this situation, it may be difficult for the doctor to refuse to allow himself to be forced into setting too low a figure.

In the long run, of course, the doctor who does competent work and who is not afraid to ask a suitable fee for his services from those able to pay, will win out with a higher class of more appreciative, better paying patients. The cheap patients, the poor pays and the slow pays should be persistently weeded out of any physician's practice if he wishes to forge to the front. By cheap patients I do not mean poor people, who will gladly pay when they can and are very grateful for services; but I mean the class of people who bargain-hunt the doctor day in and day out.

A specific case may illustrate the problem. Several months ago a youngster (Willie X. we may call him) was sent to my office by his mother suffering with an acute conjunctivitis, popularly termed in the community "pink eye." Willie was kept under observation for about a week until

On Vacation -

APIOLINE

(Chapoteaut)

A dependable regulator of functional irregularities or delayed menstruation due to changes of climate, diet, or activities.

Dose: 1 capsule t.i.d. . . Several days preceding to 2 days after menses.

Samples and Literature on request.

LABORATOIRE DE PHARMACOLOGIE, INC.


92 Beekman Street

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— Distributors —

E. FOUGERA & CO., Inc.

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Eighth and Quarter inch strips of BAYHESIVE are now available on the Bay "Free-reeling" Container which is dustproof and unrolls like a reel. Your dealer has this convenient, practical, professional put-up for BAYHESIVE, the zinc oxide adhesive plaster which reaches maximum tenacity at body temperature.

THE BAY COMPANY
BRIDGEPORT, CONNECTICUT

THE BAY COMPANY, Bridgeport, Conn.

M.E.-7

Gentlemen: Kindly send sample of BAYHESIVE.

Doctor.....

Street and No......

City..... **State**.....

Dealer's name.....

the trouble cleared up, making perhaps five visits to the office. He said his father also had sore eyes, so it was suggested that perhaps he had better drop in to see what the trouble was. At any rate Willie got well and evidently so did the father, who never showed up.

The bill was \$10 for Willie, but as his case had really taken up but a minimum of time each visit, and being under the impression that Willie's father was in very moderate circumstances, a notation was placed on the bill that if paid by the 10th of the month, it would be discounted to \$5.

Hardly had the bill been delivered before Willie's father was at the telephone complaining of the outrageous charge for "just a little eye trouble," and a few visits to the office. Willie's father was surely pained and grieved to judge by his vocal efforts via telephone. Mollification seemed not to take.

After several of the usual monthly statements, a courteous note was written to invite attention to the past-due status of the account, with the hope that it would be taken care of promptly.

It was. Came immediately a check for \$5 on which was carefully inscribed "In full for professional services rendered son." The bill was for \$10, discount to \$5 being contingent upon settlement by 10th of the next month. The discount offer had expired some three months before.

This is what Willie's mother wrote:

"Dear Doctor:

There would not of been any words exchanged (surely better than flat compliments at any rate) whatsoever, if I had not of told my son to ask you what the bill would be, and he tells me you said "scarcely anything" (or something of that sort).

Now Dr. did I think for a minute that you would charge me \$2.00 for at least a 5 minute visit to your office each morning.

The child would of never been sent if you had not requested it, because I am good enough a mother to know when children are getting

Thialion

is a dependable agent to prescribe in rheumatism, gouty conditions, biliousness, constipation and wherever there is evidence of acidemia or decreased alkalinity.

Literature on request

VASS CHEMICAL CO.

Danbury, Conn.

Hay Fever

FREE BOTTLE—Because



of the water soluble base and tissue fluid soluble active ingredients, EFEMIST affords maximal ephe-drine action. Does not irritate..... patients appreciate the pleasant, instant relief. We want you to prove to yourself the efficacy of EFEMIST.

Send for Free Bottle—NOW

Hart Drug Corp.,
12 N. E. Third St., Miami, Florida
Please send me FREE bottle of EFEMIST.

M.D.

Bulk
plus Motility
NORMACOL

furnishes smooth, motile bulk, stimulates peristalsis, increases intestinal tonicity, and produces defecation with ease and without irritation.

NORMACOL is economical to use, and a thoroughly reliable natural product for stubborn cases of constipation.

*From childhood to old age—
During pregnancy and lactation—
In patients with hemorrhoids—
And post surgical convalescence.*

SCHERING CORPORATION
110 WILLIAM STREET - NEW YORK, N. Y.

SCHERING CORPORATION, 110 William Street, New York, N. Y.

Gentlemen: Please send me samples and literature of Normacol.

Name.....

Street.....

City..... State.....

Schering



along and know whether the medicine is doing as it should.

With all the trips & expense, Willie's eyes never cleared up as quick as Mr. X's eyes and he just used plain boric acid.

We knew the trouble with Willie's eyes, it wasn't anything serious as the whole crowd of 22 that was in swimming at the same time had the same trouble, being in the water too long and rubbing their eyes after diving. The majority using boric acid.

My sisters received such courteous treatment for removal of tonsils but I was less fortunate.

I am,

Mrs. X."

This quaint little classic speaks for itself.

But here is the problem. This letter is on the same general order of many similar "complaints" received by other physicians over the country.

The problem is how best to handle such a situation.

This patient just quoted felt that she had a legitimate complaint and she was airing it in the best "landswige" at her command.

Such patients are lost. Nothing the doctor can say or do will save them from a "cheaper" doctor next time. Likewise they will "knock" the first man to all who will listen.

"Forget it; its all in the game. Like a street car a new patient will come by in a few minutes. Don't weep because you lose a patient once in a while; we all do."

That is what the practitioner hardened by years of similar "reactions" will say. Good advice as far as it goes.

But that isn't the problem. The problem is how best to handle such situations from the standpoint of the doctor?

How would you handle it, Mr. Fellow Doctor Man?

I know how I handled it, but is my way the best way?

Is there a better way? That is what a lot of us aspiring, and sometimes perspiring M.D.'s would fain know?

SANMETTO

A Requisite in the
General Treatment of . . .

URETHRITIS—CYSTITIS and PROSTATITIS

Best tolerated and quickest to reduce
INFLAMMATION and PAIN

OD CHEMICAL CO., 61 Barrow St., New York, N. Y.

Gentlemen: Please send by prepaid post a physician's sample
SANMETTO.

Name _____ M. D.

Address _____

DOUBLY EFFECTIVE

for treating digestive disorders



KNOwn to every doctor is the ability of milk of magnesia to counteract hyperacidity; the ability of mineral oil to induce normal passage.

For that reason, he will see the double effectiveness of Haley's M-O in correcting digestive disorders, because this new preparation combines in perfect emulsion milk of magnesia and pure mineral oil.

Although M-O provides antacid, laxative and lubricant all in one, normal doses neither cause leakage nor disturb digestion. It is nearly tasteless, easy to take; children do not detect it in their milk.

M-O is exceptionally useful in spastic constipation, intestinal stasis and auto-infection. It also serves well in gastro-intestinal hyperacidity, sour stomach, indigestion, heartburn,

pyrosis, gastric or duodenal ulcer, intestinal indigestion, colitis, hemorrhoids.

Useful before and after operations, during pregnancy and maternity, in infancy, childhood, maturity and old age. An effective antacid mouthwash. Procurable at all druggists'.

Liberal sample and literature sent on request. Address the Haley M-O Company, Inc., Geneva, New York.

HALEY'S M-O

an emulsion of milk of magnesia and pure mineral oil

Well-Baby Practice

[FROM PAGE 15]—especially a first one—is such a stupendous experience to a pair of young parents that they are usually completely lost and bewildered. They are admittedly so hopelessly ignorant of infants and their care that they are usually more than eager to turn to someone who can interpret the whole situation.

True, there are usually plenty of grandmothers, aunts, and neighbors to give advice—but most young mothers have heard somewhere that raising babies is different now than it was a generation ago—and they are anxious to keep up to the minute on styles in baby raising, just as they are to keep up on styles in pajamas.

True, also, the world is full of books, and government pamphlets on child hygiene, too—but the cold printed word does not give the comfort and satisfaction afforded by a few friendly pointers from an understanding human being. Smatterings of information on vitamins, calories, deficiency diseases and so forth, together with statements and claims of magazine advertisers, are so confusing that most parents rush gladly to an authoritative source of clarification.

No modern parent is going to let his child fail to get all the necessary vitamins. Furthermore, to the inexperienced young mother, the constant thought that when doubts arise, the telephone is handy, and the calm, comforting voice of the doctor is there to reassure her, is a solace above price.

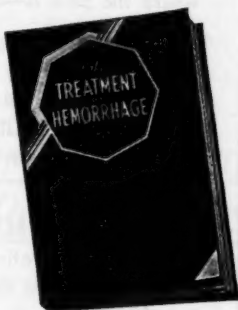
Hence, if a baby specialist or a general practitioner who is interested in babies neglects to take advantage of these natural urges and fails to offer a health

The Treatment OF Hemorrhage

THIS important and interesting subject is dealt with in a concise and informative way in a new book we have just published, under the above title.

This book gives, in a brief and authentic manner, information on the accepted procedures in practice for the control of various types of capillary bleeding.

We will be pleased to send the physician a copy free of charge. The coupon below is for your convenience in requesting a copy.



FLINT, EATON & CO.
Decatur, Ill.

The Pioneers of
CEANOTHYN
Reg'd U. S. Pat. Off.
The Blood Coagulant

FLINT, EATON & COMPANY,
Decatur, Ill.

Gentlemen: Send me, without obligation, copy of your book, "Treatment of Hemorrhage."

Dr.
Address.....

M. E. 7

WHERE THE PAIN IS ~ and nowhere else.

THERE may be differences of opinion as to the relative merit of internal administration as against the use of external application for the relief of many forms of rheumatic and kindred pains.

But it is agreed that an external anodyne goes where the pain is—and nowhere else.

Therefore, when there is doubt about the advisability of disturbing an already unbalanced system by the internal administration of salicylates, why not prescribe BETULOL—the one external anodyne with a thirty year clinical record of convincing significance?

Properly applied BETULOL affords immediate, positive and comparatively long relief. It may be used repeatedly at the discretion of the patient, without interfering with the progress of the treatment to correct the underlying functional disorders. It is used in the relief of the many forms of pain for which an external anodyne is indicated.

BET - U - LOL

The External Anodyne

The Huxley Laboratories, Inc., 175 Varick St., New York

supervision service for the younger element, he is willfully depriving himself of a pleasant and profitable as well as a most constructive, phase of practice.

The idea of periodic conferences on the baby's welfare can be materially advanced by the obstetrician. For some reason, no physician comes so close to anyone's heart as does the physician who delivers her baby to the heart of the new mother.

Anything he says goes. If he is sold on the idea, all he has to do is to mention it and the young mother accepts it as law.

She will go to whomever he recommends—whether it be himself (in places where the specialties are not so thoroughly worked out) or the new young man who has had an extra year in a children's hospital.

The man who wishes to do this work should let this fact be known through ethical means

to the physicians in his community who bring the most babies. If they will cooperate, the plan is a go from the start.

There are several ways of working the system out, all depending on the factors involved. In the first place, just when the service is to begin usually depends on the obstetrician. Many obstetricians will not have a thing to do with the baby from the moment of its birth, it belongs at once to the pediatrician. Other obstetricians prefer to keep the baby in their charge until after the mother's final examination six weeks or so after delivery.

But whenever the pediatrician gets the baby, it is usually agreed that intensive care should run for a year, and care of decreasing intensity should continue from then on. Some doctors plan to see the baby each two weeks for the first six months, then

Summer Weather Means Suffering for High Blood Pressure Patients

When the mercury climbs in the thermometer, it is likely to go up in the sphygmomanometer as well. Concentration of the blood resulting from excessive perspiration frequently means higher blood pressure. Symptomatic relief is required.

This relief from physical distress is well afforded by Pulvoids Natrico, which promptly lower blood pressure without shock, pending exact diagnosis and treating of the underlying cause. "One patient I had with a pressure of 300 was lowered to 205 in a week," is representative medical comment on Pulvoids Natrico.

The coupon below, with your check or money order for \$5.00, will bring you postpaid a bottle of 1000 Pulvoids Natrico. This is our special price to physicians and hospitals only.

-
- ☐ I enclose \$5.00, for which send me 1000 Pulvoids Natrico, post-paid.
 - ☐ Send me FREE booklet, "High Blood Pressure, Its Diagnostic Significance, Its Efficient Treatment."
 - ☐ I dispense and want your free catalogus.



ICHTHYOL TRADE-MARK

IN GYNECOLOGIC CONDITIONS

The analgesic and resolvent properties of Ichthyol, combined with its mildly antiseptic and astringent powers, as well as its protective and local anodyne properties, make it a valuable remedy in many gynecologic conditions . . . In diseases of the external genitalia where itching and burning are very distressing symptoms, 10-25% tampons are very useful. In uterine and pelvic inflammation the Ichthyol tampon or the 2% hot vaginal douche tends to limit the spread of the inflammatory process and to reduce the sensitiveness and irritation of the congested mucous membrane . . . Ask for Ichthyol, the genuine Seefeld product and accept no substitutes.

**MERCK
& CO. INC.**

MANUFACTURING
CHEMISTS
RAHWAY, N. J.



each month for the first year.

Others think twice the first month, then once monthly for the first year is sufficient. During the second year, every third month is considered often enough. During the third year, four months, and subsequently six months are the generally accepted intervals.

During the first year, monthly visits are convenient since changes in formula and additions to diet become necessary at about this frequency.

The services as usually embraced in the well-baby plan consist of:

A check of *development* as indicated by height, weight, circumferences, time and rate of teething, sitting up, creeping, walking, and talking.

A check of *condition* by color, nutrition, turgor closure of fontanelles, state of bony epiphyses, state of heart, lungs, and kidneys.

And a check of *diet* in relation

to caloric requirements, vitamin needs, and balance of food substances.

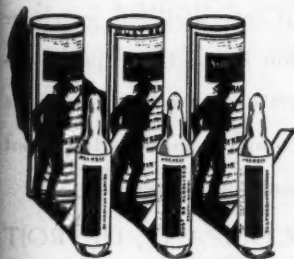
The service is essentially for the *well, normal* child, and includes minor deviations only. It is for the purpose of training the mother as to what she should expect of the infant, what is normal and what is abnormal, how to appraise the baby's reactions, and how to give good care.

If the baby develops a real illness, requiring extra visits or special treatment, that is a different matter, and is handled separately, with extra charges for the extra work.

In addition to routine visits, the usual plan includes all the necessary telephone calls as questions arise (a special hour for these calls being designated). A mid-month report is routine. The mother may call, or the doctor may call, as seems most suitable.

Appointment cards for the next visit are issued each time as the

Three Soldiers



In the battle against syphilis choose drugs that will fight for you and your patient.

Mallinckrodt

NEOARSPHENAMINE
ARSPHENAMINE
SULPHARSPHENAMINE

1. High therapeutic potency.
2. Low toxicity.
3. Ease of preparation and administration.

Guaranteed uniform toxicity standards $1 \frac{2}{3}$ times the requirements of the United States Public Health Service.

Your dealer can supply you.

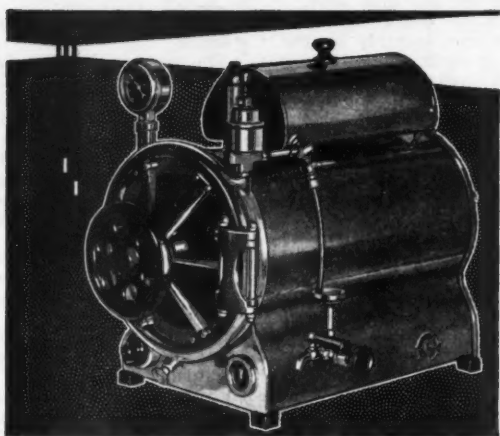
MALLINCKRODT CHEMICAL WORKS

St. Louis

Montreal

Philadelphia

New York



Safe, Dependable Sterilization

Pressure sterilization is now safe and convenient for the private office with the Pelton Automatic Autoclave. Its special condenser entirely eliminates the annoyance of escaping steam, and converts it into distilled water for refilling the boiler. Air exhaustion is quiet and positive—and a visible mercury switch maintains correct pressure automatically. Send today for complete information about this quiet, fast, completely automatic autoclave.

THE PELTON & CRANE COMPANY, DETROIT

PELTON
Automatic
AUTOCLAVE

notified when a visit is due. A flat rate is not feasible at this time however. Regular office visit charges must be made.

Notification is best done by phone since a definite appointment can be made during the conversation. Letters are less effective—the human failing of putting off, too frequently preventing prompt response or any response at all. A secretary may do the phoning—but the doctor's own personal call will bring in twice as many patients. The mothers appreciate his personal interest immensely, and will co-operate twice as well on the strength of it.

No finer system for building practice, and for building confidence in the medical profession can be devised.

During the course of visits with baby, mother is sure to have some little ailment herself that needs to be attended to, and so do many of the other family mem-

mother is leaving—this preventing procrastination or neglect of regularity in returning.

As to charges, the scheme generally employed is to make a flat rate for the first year—for instance \$60. Since there is almost always more work done the first month, and the doctor must be protected in case the service is dropped, usually \$10 or \$15 is charged the first month, and \$5 a month thereafter until the \$60 is paid—then the remainder of the year is free.

This makes it convenient, at the end of the year, to lead up to vaccination and toxin-antitoxin inoculation, for which \$2.50 and \$10 are charged respectively. Payment is in advance—or at least mid-month so that the physician carries the patient fifteen days, and the patient in turn carries the doctor fifteen days.

During the years subsequent to the first, a regular follow-up plan is used, the mother being

PEACOCK'S BROMIDES

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium, and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of Peacock's Bromides than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

**Peacock
Chemical
Co.**

*Saint Louis,
Missouri*

Gentlemen:

Please send me a professional sample of PEACOCK'S BROMIDES.

Dr. _____

Address _____

Samples to Physicians Only



PHOTO FROM
EWING
GALLOWAY,
N.Y.

It Has Stood the Test of Time » » »

FOR more than sixty years Londoners have faithfully reckoned the hour by the chimes of Big Ben, the famous clock in the tower of the Houses of Parliament.

By the same token of esteem, physicians who first used the Tycos back in 1908 still depend upon it for accurate determination of blood-pressure. Although minor improvements have been made, the Tycos today is fundamentally the same instrument, because the mechanical principle of its construction has always been scientifically correct.

The Tycos was introduced to correct grave sources of error in taking blood-pressure: the oscillating mercury column, on the one hand, or the lagging column, on the other. Years of clinical use have amply proved that the rugged, thoroughly seasoned diaphragm chamber of uniform elasticity which forms the "heart" of the Tycos can be depended upon to measure slight variations of pressure with absolute accuracy.

When you take blood-pressure with the Tycos Sphygmomanometer, you know the reading is correct. This instrument has stood the test of time.

Accept No
Substitute
for Tycos
Accuracy

Taylor Instrument Companies
ROCHESTER, N. Y., U. S. A.

Canadian Plant, Tycos Bldg., Toronto. Mfg. Distributors in Great Britain, Short & Mason, Ltd., London

Tycos POCKET TYPE
SPHYGMOMANOMETER

bers. This means more work for the general practitioner, or references to be made by the pediatrician.

It keeps people in touch with scientific medicine, and out of professional contact with the irregulars. In carrying out a program of this kind the practitioner is performing a service of inestimable value in conservation of health and prevention of illness, and is expressing in the highest sense the true derivative meaning of his precious title, *Doctor*, which after all signifies nothing more or less than *Teacher*—Teacher of Health and Happiness.

Speaking Frankly

[FROM PAGE 6] petent medical and surgical service both general and special; (3) providing the public

with information as to where competent, honest, reasonably priced medical and surgical service may be secured; (4) increasing the "consumption" of medical service, thereby reducing cost but increasing and stabilizing the doctors' income.

Like others, I have advocated these principles for some time, but many physicians apparently hesitate to launch the evolution which they mistake for revolution of medical practice.

S. W. Wynne, M.D.,
Commissioner of Health,
New York City.

Disagree

TO THE EDITOR:

I have read the article in *MEDICAL ECONOMICS* for May, 1931, "Doctors Advertise? Why Not?" by Earnest Elmo Calkins.

I would state that I thoroughly disagree with the position taken by Mr. Calkins and his recommendations. I do not favor ad-

A Valuable Adjunct in Whooping Cough - Measles

The advantages of the endermic method for relieving congestion, pain and paroxysmal distress—may be obtained by the external application of the emplastrum

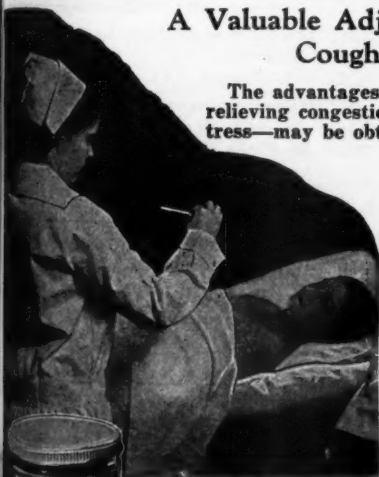
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This is a scientifically balanced formula which combines a powerful analgesic with antipyretic effect. Invaluable also in the treatment of sprains, strains and other external traumatism.

Sample and literature gladly sent on request.

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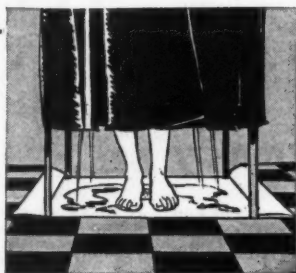
900 North Franklin Street, Chicago Dept. M. E. 7



An invaluable aid in treating interdigital ringworm cases

DOCTORS in all parts of the country are finding Absorbine Jr. invaluable for that persistent ringworm infection which the people commonly call "Athlete's Foot." Clinical and laboratory tests confirm this therapy. It has been scientifically established that Absorbine Jr. penetrates flesh-like tissues deeply and that wherever it penetrates it inhibits the growth of the ringworm organism.

Here, then, is a specific of unusual value which already has served well in the present campaign against this widespread infection. It must be remembered, too, that few patients



guard against reinfection. This is a good reason for constant use of Absorbine Jr. as a

preventive in addition to its use as a corrective.

If you have not had experience with Absorbine Jr., a sample will be sent on request, with our compliments, if you send the coupon. At druggists—\$1.25 per bottle. W. F. Young, Inc., Springfield, Mass.

A FAMOUS LABORATORY SAYS:

"Absorbine Jr., in our tests, completely inhibited growth of the ringworm organism . . . and is harmless to tissues."

Absorbine Jr.

FOR YEARS HAS RELIEVED
SORE MUSCLES, MUSCULAR
ACHES, BRUISES, BURNS,
LUTS, SPRAINS, ABRASIONS



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Springfield, Mass.

Gentlemen: Kindly send me a sample of Absorbine Jr. without obligation

Dr.

Address.

ertising by physicians under any circumstances.

C. C. Bass, M. D.,
Dean Tulane University of
Louisiana School of Medicine.

ard Index

TO THE EDITOR:

I want to comment on the letter concerning "40 Shapes and Sizes" in *Speaking Frankly* in May MEDICAL ECONOMICS. I have taken occasion to write some of the manufacturers making the same criticism, and suggesting that the worthwhile information in their literature be condensed and put on 5 cards, suitable for filing in card index.

One more thing—I have practically the entire files of MEDICAL ECONOMICS for several years, which is in itself substantial evidence of my appreciation of the little journal. It is by far the most practical, satisfactory publication that comes to my desk. I would gladly delete many of



A Good Prescription For Feminine Hygiene

MARVOSAN is a proved product—efficient and harmless.

MARVOSAN possesses high antiseptic potency. Its most important ingredient, Oxyquinolin sulphate ($C_9H_7ON_2H_2SO_4$), is intensely powerful, yet it is absolutely harmless and non-irritating to the mucosa. Incorporated in a water-soluble jelly of a starch-glycerite base, it forms a safe, efficient vaginal antiseptic.

Physicians also prescribe our L.A.J. (Lactic Acid Jelly—Cooper).

FREE sample and literature of Marvosan and L.A.J. sent on request.

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ERGOAPIOL

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A non-narcotic agent prescribed by physicians throughout the world in the treatment of

AMENORRHEA, DYSMENORRHEA, ETC.

Ergoapiol (Smith) is supplied only in packages containing twenty capsules.

As a safeguard against imposition, the letters "M H S" are embossed on the inner surface of each capsule, thus:

Dose: One or two capsules three or four times a day

Literature on Request

MARTIN H. SMITH COMPANY, New York, N. Y., U. S. A.

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SINCE 1895 Sal Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalize the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend. We will gladly send you samples for professional use.

Sal Hepatica

MEMO to my assistant: Send to Bristol-Myers Co., 75 M West St., New York, for a professional sample of Sal Hepatica (gratis).

Name _____ M
(Please enclose card)
Street _____
City _____ State _____

FOR SALE
60 mile
\$160,000
6 acre
with a
enormous
mineral
Medical

the pages of advertising, but appreciate the fact that it would make a considerable subscription price necessary. I am not sure but that this would be worthwhile, putting it more in the class of Readers Digest.

And now one more suggestion: I would like a substantial cardboard case the proper size and shape to hold each volume, thus having a convenient and proper place for each number. These could be furnished at nominal expense, and I am quite sure that you would have many calls for them.

Again I congratulate you and commend you, and wish you continued prosperity. E. D. B.

[A black fabrikoid binder, with stiff covers and heavy backs, and with metal rods for holding 12 issues of MEDICAL ECONOMICS, is supplied by us at \$1.50 each.]

Ignoramus

TO THE EDITOR:

I have just read the article in May MEDICAL ECONOMICS "Below Average, a Failure," which is a direct contrast to "The Case of the Common People Versus Doctors," appearing in *The Pathfinder* of May 30. I think the man who wrote the piece in *The Pathfinder* is either an ignoramus or just a plain fool. It is an insinuation against all the honest sacrificing doctors in the nation—men who have spent thousands of dollars and burned midnight oil to fit themselves to serve sick humanity. Most of them work long hours and hardly collect enough to meet overhead expenses, as the public generally says the doctor last, if at all.

George D. Thompson, M.D.

For

Depraved or vitiated blood conditions

ECHITONE

For

Malignant or typhoid states in acute infectious diseases

ECHITONE

For

Furunculosis or inflammatory skin diseases

ECHITONE

For

Urethritis (acute and chronic)

**CYSTO-
SEDATIVE**

For

Cystitis, prostatitis or strangury

**CYSTO-
SEDATIVE**

For

Urinary incontinence, enlarged prostate

**CYSTO
SEDATIVE**

For description, composition,
dosage, etc.

Send for samples and literature.

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In spite of the many voluntary endorsements we continually receive, we have never advertised Spuds as a specific for colds or nose and throat troubles. That would be nonsense. Prescribing is your job.

So, when your patients need advice on cigarettes, we would much rather it came from you, we would rather they benefit from your experience, and your interpretation of the Spud facts. If you don't know Spuds, send for a free pack which is available to any physician.

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